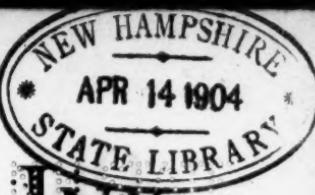


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PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

VOL. XLVII. NEW YORK, APRIL 6, 1904.

No. 1.

IN THE ISSUES NAMED BELOW THE

Woman's Magazine OF ST. LOUIS

CARRIED ADVERTISING AS FOLLOWS:

In December, 1903, 276 advertisements, totaling 8742 lines.
In January, 1904, 288 " 8487 "
In February, 1904, 302 " 10739 "
In March, 1904, 311 " 10211 "
In April, 1904, 337 " 10280 "

Among those represented in above issues are the following:

Siegel-Cooper & Co., New York, N. Y.

R. H. Macy & Co., New York, N. Y.

Edw. B. Grossman & Co.

W. W. Barr & Son Goods Co.

B. Newell & Sons

O. T. Moses & Co.

Progressive Tailoring Co.

Gent's Complete Outfitting Co.

The Wilson Ear Drum Co.

Dr. Oren Onsal

The K. L. Co., New York

The Wilson Spice Co.

Knox Gelatine Co.

Ostermoor & Co.

"1000" Washer Co.

R. M. Ball, Manufacturer.

Ohio Carriage and Mfg. Co.

Curtis Publishing Co.

"Modern Priscilla".

The Demorest Pattern Co.

Whitney-Warner Publishing Co.

McKinley Music Co.

E. T. Pauli Music Co.

Lyon Reed & Sons

Spencerian Pen Co.

Chicago Writing Machine Co.

Ben Levy & Co.

MacFarlan Mills.

Todd, Smith & Co.

M. Phillips & Co.

Chicago Mail Order and Millinery Co.

Garland's, St. Louis

Tennenbaum-Lesner Co.

Richardson Silk Co.

C. S. Davidson & Co.

Walter F. Weber.

Torchon Lace Co.

O. H. H. Co.

Toledo Cooker Co.

Great Eastern Coffee and Tea Co.

Wisconsin Manufacturing Co.

Century Manufacturing Co.

Carlton Manufacturing Co.

Bethel Lamp Co.

North Electric Co.

Crofts & Reed.

Lockwood Soap Co.

W. & H. Walker.

Peterson & Co.

John M. Smyth & Co.

Sequoia Manufacturing Co.

Bullock-Ward & Co.

Marvin Smith Co.

Can Buyers' Union.

Mead Cycle Co.

Pope Bicycle Co.

Cloaks and Women's Apparel

Boys' Clothing

Men's Clothing

Ear Drums

Oculist

Ant and Fairy Calendar

Lion Coffee

Knox's Gelatine

Mattresses

Washing Machines

Carriages

Ladies' Home Journal

Saturday Evening Post

Sheet Music

Musical Instruments

Writing Pens

Typewriters

LaBlache Face Powder

Slumber Slippers

Women's Apparel

Lace Looms

Steam Cookers

Coffee and Tea

Coffee Pots

Stoves and Ranges

Novelties

Appliances

Telephones

Seep

Flavoring Extracts

General Mail Order

John M. Smyth & Co.

Sequoia Manufacturing Co.

Bullock-Ward & Co.

Marvin Smith Co.

Can Buyers' Union.

Mead Cycle Co.

Pope Bicycle Co.

and the leading SEED and INCUBATOR copy in season.

3 THE WOMAN'S MAGAZINE,

(Largest circulation in the world.)

ST. LOUIS, MO.

Our Post Office.

YMAZELI

Mr. Charles J. Zingg is the Publisher of
"Printers' Ink."

The necessity of announcing his name was made plain by receipt of the following letter:

POST OFFICE, NEW YORK, N. Y.
Office of the Post Master.

March 31, 1904.

Publisher of Printers' Ink:

Complaint having been made to this office that the name of the publisher does not appear in your publication, I beg to invite your attention to the provisions of paragraph 2, section 189, page 992, January, 1904, United States Official Postal Guide quoted below, which sets forth the technical information that is required to be shown in second class publications, and to request that you will cause the omission to be supplied as soon as practicable.

"The title (that is to say, the name of the publication), the known office of publication (see section 435, Postal Laws and Regulations), the name of the publisher, the subscription price, and the frequency of issue (that is, the period of issue), *all must be shown by the publication itself.*"

Please acknowledge the receipt of this letter and advise me as to your intention with regard to inserting the information referred to and send a copy of the first issue in which the same is shown.

An official envelope which requires no postage is enclosed herewith.

Very respectfully, C. VAN COTT,
Postmaster.
Per E. M. MORGAN,
Assistant Postmaster.

Something had to be done. A discussion of the subject between the owner of the paper, the editor and the business manager ensued. The owner asked the editor to define the meaning of the word Publisher, and the literary man appealed to the Standard Dictionary, a copy being at hand that had been presented years ago by Mr. W. W. Hallock, manager of the Kellogg Lists of "Patent Insides." This

is the definition of Publisher, as there given:

One who publishes in any sense, especially, one who makes a business of publishing, books, periodicals, maps or the like; one who prints (or causes to be printed) books, newspapers or the like, and attends to placing copies of the publications for sale.

Upon learning so much, the proprietor, a man of New England origin, "guessed" that William Johnston, of the Printers' Ink Press, was the publisher of *PRINTERS' INK* and should be announced as such; whereupon the editor again referred to the dictionary and invited attention to an illustrating sentence taken from a celebrated work by one I. D'Israeli and called *CURIOSITIES OF LITERATURE*. It reads:

It is much to be regretted that our publishers are not literary men, able to form their own critical decisions.

A due regard to the hint here conveyed seemed to exclude the printer and the business manager from further consideration as candidates for the position; but the editor was by all parties pronounced the fittest man that the sun ever shone upon. Therefore from this day, until some other day, the Publisher of *PRINTERS' INK* is Charles J. Zingg.

And now *PRINTERS' INK* is desirous of directing the attention of Mr. Van Cott to that excellent, high-grade daily paper, the *New York Sun*. The name of its publisher does not appear in its pages. Everybody will be interested to see it pop up—as it must do—as soon as Mr. V. C. gets after it, which he is now bound to do forthwith.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLVII.

NEW YORK, APRIL 6, 1904.

NO. 1.

THE PETTINGILL AGENCY FAILS.

Some weeks ago the Little Schoolmaster was informed by a man who ought to know, if anybody does, that several of the large advertising agencies were in a bad way financially, and that there would be important failures among them this year. This prediction was verified in part on Saturday, March 26, when it became known that Pettingill & Company, of Boston and New York, the oldest agency in the country and the second largest, was insolvent. A few days later an application in bankruptcy was filed under the laws of Massachusetts. Pettingill & Company's attorney has announced that the liabilities are in the neighborhood of \$1,000,000, with probably \$250,000 assets. No list of creditors has been given, but it is certain that the failure involves every special agent in New York, and practically every prominent newspaper in the country. The magazines, too, are said to be heavy creditors. Newspaper men and special representatives drew some very edifying morals from a rumor that the magazine publishers, by superior business methods, had escaped the general misfortune, but when one likely to have inside knowledge was asked about this point, he made the reply of the Hebrew who was told that Pharaoh's daughter found Moses in the bullrushes—"Don't you believe it." The losses of the special representatives are said to range from \$3,000 to \$20,000. The New York *World* and *Journal* are creditors to the amount of \$40,000 or \$50,000, it is reported, and the bills of certain Chicago

papers reach the same figures. E. Katz, Henry Bright, S. C. Beckwith, Leith & Stuart and the Vreeland-Benjamin agency are among those who admit losses. The *Fourth Estate* is a creditor for about \$30, but Mr. Birmingham is not cast down.

* * *

The Pettingill agency dates from 1849, and has an interesting history. It is said that Volney B. Palmer, of Boston, was the first American advertising agent. In his employ was a clerk named Samuel M. Pettingill, who eventually left the Palmer office and set up an agency of his own, in the year named. Presently he found that he was getting more business from New York than came to him in Boston, so he opened an office in the metropolis, and New York became his headquarters. The Boston office was still maintained, and was managed for S. M. Pettingill by an employee named U. L. Pettingill. Though spelling his name like that of his employer with the difference of a single letter, Mr. Pettingill was in no way related to him. Both offices were conducted as S. M. Pettingill & Co. The New York office became the most conspicuous advertising agency of its time, and Mr. Pettingill soon sold his Boston business to Mr. Pettingill, who agreed to pay an annual sum for the name and good will. This arrangement continued for fully forty years, and both men prospered. Then the New York business was sold to James H. Bates, once a partner of Mr. Pettingill, and upon the death of Mr. Bates the agency was merged with the Lyman D. Morse business. Then U. L. Pettingill died, and the Boston business de-

sended to his son, Ubert Pet- that as a result of the Pettingill tingill, under whose management failure there will be established in it was expanded to proportions far Boston at least four new agencies, beyond anything his father had presumably headed by men who ever dreamed. By many it was were connected with Pettingill & thought to be the largest agency Company. in the United States, but as a matter of fact the business of N. W. Ayer & Son, Philadelphia, is the largest. Some years ago the business was incorporated as Pettingill & Co. For more than a half century the name of Pettingill has been above reproach. The present misfortune is due, apparently, to efforts to recoup losses that began with unfortunate accounts. At the time of incorporation the Pettingill staff was strengthened with several young men who had proven their ability to secure and hold accounts, and it was thought that they would succeed in putting the agency upon a sound footing. The load was too heavy, it is said, and the leniency of the many creditors served simply to increase the deficit.

* * *

Among the accounts handled by the concern were Rubifoam, Winchester Arms, Lydia Pinkham, Greene's Nervura, Sloan's Liniment, Minard's Liniment, Aprodox and other remedies. The agency's placing was about evenly divided between newspapers and magazines. The New York office of Pettingill & Company at 120 Broadway, under the management of Captain Homer W. Hedge, handled several important accounts, including the Equitable Life Assurance Society, Electric Vehicle Company and Pantasote. A representative of Captain Hedge stated that his office was in no way affected by the failure of the home office. It merely acted as solicitor and agent in the New York field, business being billed and bookkeeping done entirely in Boston. The New York office has been transformed into an independent agency. The Homer W. Hedge Advertising Agency has applied for recognition as such, and will continue to place the Equitable and other accounts. W. P. Scott, Jr., and A. J. Stocker are associated in the management. It is also said

Mr. Wetherald, with O'Keefe, will, it is said, form an agency to conduct the Pinkham Vinol business. Allan Wood and Mr. Putnam, it has been assumed, will take the magazine accounts, and finally Mr. Pettingill, with Harry Bell and possibly the wheel horse, Hafelder, are likely to take a new start under the old name and maybe revert to the conservative methods of the founders of the house and achieve a new and permanent success. No one makes any charges against Mr. Pettingill other than he has erred in judgment in the matter of extending credits.

* * *

Comment was freely made upon the Little Schoolmaster's prediction of February 24 that not fifty out of the several hundred agents in the United States were upon safe financial ground. One of the New York specials said that he knew of but four general agencies that were really on a sound footing—N. W. Ayer & Son, George P. Rowell & Co., Dauchy & Co. and the Paul E. Derrick Advertising Agency. This is an extreme statement, however, and was made offhand. Had the special thought a little longer he would probably have enlarged his list—possibly doubled it.

A Boston correspondent writes:

A complete disintegration of the component parts of the Pettingill Agency seems assured. Mr. Allan Wood, Mr. John Wood and Mr. Putnam will open up an agency of their own under the firm name of Wood, Putnam & Wood. Mr. J. T. Wetherald has not declared himself, but every indication is that he will re-enter the field as a general agency, taking the accounts with him with which he has been so long identified. Patrick O'Keefe and Harvey Bell are slated to go with Wetherald.

Although there is general sympathy expressed for Mr. Pettingill, it cannot be denied that there is much harsh criticism of the management of his affairs which has led to so deplorable a result. His own attorney is very severe in the characterization of the causes of the failure. The disaster was primarily caused by the enormous losses arising from the Dr. Greene account. It has also come to light that another large account was handled on a basis so small as to be perfectly ridiculous. There is, of course, the usual amount of intemperate

(Continued on page 6.)

Little Lessons in Publicity—Lesson 29.

The Local Advertiser

is on the spot and knows the value of the papers in his city. He has to know; his advertising must be an investment. He cannot afford to experiment like the general advertiser. Sometimes, it is true, the local merchants make a big contract with a weak paper because of tempting inducements in the way of cut rates, free space, etc., but the paper he uses year in and year out is the one the general advertiser should select every time. Every intelligent advertiser knows that each of the following named papers carries the largest amount of local advertising in its respective field—but it rigidly excludes questionable announcements. The local merchant appreciates having clean papers carry his announcements to clean homes.

THE INDIANAPOLIS NEWS carries and has carried for the past quarter of a century the largest amount of local advertising in Indianapolis. In its regular daily issue it carries more paid local merchants' advertising at card rates than any paper in the State of Indiana. *The Indianapolis merchant knows; ask him.*

THE NEWARK NEWS carries more local merchants' advertising than any other paper in New Jersey, because they realize that through its columns they reach practically all the homes throughout Newark and surrounding residential communities. **THE NEWS** has a Sunday edition. *The Newark merchant knows; ask him.*

THE MONTREAL STAR carries more local merchants' advertising than any other English paper in Canada, because they realize that by its use they cover the English-speaking population of Montreal. **THE STAR** reaches every day ninety per cent of the English homes in Montreal. *The Montreal merchant knows; ask him.*

THE MINNEAPOLIS JOURNAL carries the largest amount of local advertising in the Northwest. It is the clean, home daily of that section and it rejects all questionable advertising. Because of its cleanliness, it goes into the parlors and libraries of the homes of the purchasing classes. *The Minneapolis merchant knows; ask him.*

THE WASHINGTON STAR carries more local advertising than any other Washington paper; is used exclusively, in fact, by many of the merchants. They know that any other advertising in the city is merely duplication, **THE STAR** reaching 92½ per cent of the white homes. *The Washington merchant knows; ask him.*

THE BALTIMORE NEWS carries more local advertising than any other Baltimore daily, because it is the leading daily of and reaches more homes in the city than any other paper. It covers a field in the evening which three morning papers divide. *The Baltimore merchant knows; ask him.*

Ridiculous, misleading claims do not fool the local merchant. He usually gets one hundred cents' worth of advertising for a dollar. He sticks to the home paper, pays full rates and considers it a good investment.

M. LEE STARKE,

Tribune Building,
New York.

Manager General Advertising,

Tribune Building,
Chicago.

PRINTERS' INK.

language, which is well deserved or not, according to the point of view.

This makes the fourth failure in Boston among the agencies since the first of January; and what effect it will have upon the general situation it is hard to determine. Some look for more rigorous dealings and a denial of many favors that have been shown in the past, while others claim that it will clarify the atmosphere and put a stop to irresponsible parties posing as legitimate agencies; while others think the tendency to deal direct between the publishers and the large advertisers will be stimulated. Undoubtedly some drastic change in the situation will result, but those agents whose business has been conducted in a businesslike manner and who have sufficient capital for their necessities will undoubtedly benefit when the whole thing is adjusted, and less inclination to recognize non-legitimate competition will be among the benefits.

It seems to be a funny mix up. Pettingill declines to assign; the creditors have struck a snag in the law that apparently prevents them from forcing him into bankruptcy. Charley Taylor says it's the funniest thing he ever struck and half a dozen others say the same thing.

MR. SIMPSON IS RIGHT.

THE EVENING BULLETIN.

PHILADELPHIA, March 24, 1904.

Editor of PRINTERS' INK:

I notice in your issue of March 23 the article with regard to circulation which I now inclose:

The editor of Rowell's American Newspaper Directory has made frequent efforts to induce the American Newspaper Publishers' Association to appoint a committee who should have authority to act for that association in conference on questions relating to the distribution of news—what it is, how it is measured, how expressed—but always without success. Half a dozen members, such as the Chicago News, Indianapolis News and Washington Star, are willing to tell everything; but a majority think their circulation nobody's business but their own.

Since the *Bulletin* has been owned by Mr. W. L. McLean it has always stated its circulation. If you will refer to the Roll of Honor column, you will find the circulation of the *Bulletin* printed each month, together with the statement that the figures printed are net figures, all unsold, damaged and returned copies having been omitted. We believe that you will agree with us that the *Bulletin* is one of the leading newspapers of the United States, and this office is always willing to tell everything in regard to its circulation. We are anxious that people should know exactly what these figures are, and we are proud of the fact that these figures consist only of papers that are sold and paid for. We believe that few papers have a better right than the *Bulletin* to be mentioned in such a statement.

Yours very truly, WM. SIMPSON,
Advertising Manager.

Applicant—You are advertising for a retoucher, I see.

Photographer—Are you good at retouching?

Applicant—Good at it! Why, sir, I can retouch a woman's picture so artistically that her own husband will fall in love with her.—*N. Y. Weekly*.

RED ON YELLOW.

THE CORTLAND DEMOCRAT.
Charter Member Select County Weeklies
of New York—“Weeklies Worth
While.”

CORTLAND, N. Y., March 23, 1904.

Editor of PRINTERS' INK:

If the undersigned and his stationery inspired the squib on page 40 of your issue of March 16, it is unnecessary to state that he will look farther next time he wants his fortune told, for, while the virtues are exaggerated, the ending is not all that could be desired, even by a country publisher. And, furthermore, my checks are of the same blend, and if another uses the same combination, I can at least claim originality, for I never saw it. In its individuality, not beauty, is sought.

I enclose new copy for Roll of Honor ad, which will, I think, go in two lines.

With assurance that I have found results from the ad, I remain,

Yours very truly,

F. C. PARSONS, Publisher.

Mr. Parsons uses yellow tinted stationery and typewrites with infernally red ink. The paragraph he refers to read as follows:

Saint Peter opened the Great Roster at a page that was almost white.

“In business you were known for your honesty and progressiveness,” he said.

“I hope so,” modestly replied the shade at the portal.

“Your word was as good as your note,” continued Saint Peter, “and though you were an aggressive business getter you believed in letting the other fellow live.”

“There was plenty of room for us all,” said the shade.

“You were kind to your employees, and you never refused to see solicitors.”

The shade assented.

“You had all the domestic virtues, and were a paragon morally.”

The shade blushed with pleasure.

“You were a good son, a kind and loving husband, an ideal father and—”

“Really, you embarrass me,” said the shade, gathering up his robe. “Now, where do I get my harp and crown and all that sort of thing?”

“Oh, you don't go in!” replied Saint Peter, shutting the book with a slam.

“Not go in after all that—?”

“Not by a darn sight! Why, I've waited thirty years to head you off. Gee! You're the man who typewrote business correspondence on yellow paper with red ink. Take the express elevator down.”

There is a new song going the rounds of the press and it runs as follows: “We don't want to buy at your place, we don't want to trade there any more; you'll be sorry when you see us going in some other store. You can't sell us any stale goods, we have opened wide our eyes; we don't want to trade at your store, because you do not advertise.”—*West Plains (Mo.) Journal*.

THE MINNEAPOLIS JOURNAL

had the greatest increase in advertising patronage during 1903, with one exception, of any newspaper in America, notwithstanding the fact that it has no Sunday issues.

The greatest gains made in these big cities were as follows :

Minneapolis Journal,	-	-	2,861	columns
Philadelphia Press,	-	-	1,700	"
Cincinnati Post,	-	-	1,665	"
Chicago Daily News,	-	-	1,477	"
Boston Herald,	-	-	792	"
Cleveland Press,	-	-	446	"
St. Paul Dispatch,	-	-	1,365	"
San Francisco Examiner,	-	-	2,812	"
N. Y. Herald,	-	-	2,392	"
N. Y. World,	-	-	666	"
N. Y. Tribune,	-	-	109	"
N. Y. Sun,	-	-	1,024	"
N. Y. Journal,	-	-	1,556	"
N. Y. Evening Post,	-	-	173	"
N. Y. Mail and Express,	-	-	243	"
N. Y. Evening Sun,	-	-	2,433	"
N. Y. Evening Telegram,	-	-	345	"
N. Y. Evening World,	-	-	3,194	"
N. Y. Evening Journal,	-	-	920	"
Brooklyn Eagle,	-	-	1,237	"

These figures are made from papers believed to have, or which actually had, the largest increases in the year 1903.

DOES THE MORAL POINT THE WAY?

THE MINNEAPOLIS JOURNAL

"The Great Daily of the Great Northwest"

During January and February, The Journal carried 58 per cent more foreign advertising in 51 days (no Sundays) than its nearest daily and Sunday competitor carried in 60 days (including 9 big Sundays).

M. LEE STARKE,

Tribune Building,
New York.

Manager General Advertising.

Tribune Building,
Chicago.

THE COUNTRY NEWSPAPER

The average country newspaper does not serve its local merchants with the vim and vigor that produce positive results. It is little to be wondered at that the sheet is commonplace and the advertisements are of slight value when it comes to selling goods for the advertiser. The country weekly has allowed the city newspaper to usurp its field with hardly a struggle to maintain its own standing.

There are several improvements which, in the estimation of the writer, would enable the country paper to regain some of its lost prestige.

The usual size of the country weekly is the same as the daily papers, which is ungainly. A size more like that of *Leslie's Weekly* or *Collier's* would be advisable. In this way there will be fewer advertisements to the page and more chance that each one will be read and the contents noted. The reader's attention is not scattered by the appearance of several advertisements occupying various positions, as would be the case in a regular-size newspaper page.

The type used in setting up the advertisements is so seldom changed that the subscriber is tired of having the same faces staring at him every time he opens the paper. He seldom reads the advertisements at all, unless it is that of some new bidder for publicity.

The circulation is usually much smaller than it should be when compared with the population of the locality. An active campaign to advertise the paper itself should be instituted and an endeavor made to introduce it into every home where now it does not enter. In this way the paper would become a factor and a force in the town. Merchants who have been outside the fold and who have thought that it would not pay them to advertise in the paper could be induced to take space, since they know that they could now get returns for their expenditure justly to be ex-

pected, while before it appeared to them a useless expense.

The advertisers should be encouraged to write their matter in a businesslike manner, and not to use the methods usually followed in circus bills. Make them understand that their personality and their business is judged more or less by their advertisements.

Proofs of his advertisements should be sent to each patron to be displayed in his show window, thereby attracting attention to them and advertising the paper itself.

The needs and possibilities of each client should be studied and a disposition shown to co-operate with him in producing the best results from his advertisements. If he desires to have his advertisement changed each issue, it should be done; it will not only remove the sameness from the appearance of the paper which is liable to occur when advertisements are allowed to stand unchanged for a long interval, but will also gain his good will, and he will feel that the money spent for space is not an unprofitable expense, but rather a good investment.

C. H. OSBORNE.

The greatest kicker is often the man who gives most cause for kicking.

In every town
and village
may be had,
the

Mica
Axle
Grease

that makes your
horses glad.

Made
Standard
Oil Co.

A HORSE LAUGH.

Speaking of the accuracy of circulation statements it is both an interesting and somewhat remarkable fact that Rowell's American Newspaper Directory absolutely guarantees the circulation of but NINE of all the 20,000 newspapers of America.

The Minneapolis Tribune is one of the NINE.

IN BOSTON.

Last week saw the termination of the campaign inaugurated by the forces of the *Delineator* among textile manufacturers in New England. Headed by Thomas Balmer the onslaught was fast and furious.

During his visit, Mr. Balmer was invited to meet a number of gentlemen representing this important industry, and gave an interesting discourse on what advertising has done and could do for textiles. The Boston *Herald* the next morning contained a very good report of the proceedings. I append a few excerpts:

Mr. Balmer argued that the remedy for the present dullness in the textile trade is the adoption of trade marks—good ones—and judicious advertising. He laid stress upon the cheapness of good advertising, the costliness of "cheap" advertising, and the fatality of the "single insertion," "inadequate space" and allowing the advertisement to take care of itself by neglecting to follow it up. In part he said:

"Advertising for a long time has been considered a gamble, but, if it is, I want to say that it is the only gamble in which, if a man loses anything, the other fellow doesn't get it."

* * *

"The way to reach the woman is through the daily newspaper and the magazine. We talk about billboards, wall signs, street car signs, theater programmes and all the little adjuncts that have come to be considered advertising. Most of these are in the nature of reminders; none is of educational value. The greatest value of advertising lies in its opportunity to educate, and that is best exemplified in the magazine. And, furthermore, if you want to reach the women, it is best exemplified in the woman's magazine, because too per cent of its readers are women. And yet we find some magazines that are not women's at all producing phenomenal results in reaching the women."

* * *

"There are two forms of advertising, publicity and mail order. The mail order advertising is that kind which says, 'Sit down and write John Jones.' That is all you have to do, and all you can do. For a long time it was conceived that only a two or three inch ad of that kind was any good. As a matter of fact, the larger advertisers are finding out that publicity even in mail order advertising has a great deal of good. You want to create the impression in the minds of the people that when they want the kind of goods you sell they want to write to you."

* * *

"I want to say a word about single insertions. Some of our friends think all the world is watching for their ads, and that two or three inches is going to revolutionize their business. They say, 'I am going on trial.' You can't do that with me. I never advise a man to go in once. There is no use whatever in the single insertion. Don't make the mistake that the size of the ad makes any difference. It is all the same whether you use two inches or a page,

if you only go in once. The single insertion mania is fatal."

* * *

On Friday evening, Mr. Balmer gave a dinner at the Lenox to the leading advertising agents and their chief representatives, at which he gave an idea of what he and his associates had accomplished during their visit.

He was very sanguine of the ultimate results, and gave it as his opinion that New England presented one of the most promising fields in the country. Remarks were also made by H. B. Humphrey, who gave quite an interesting account of the work his agency was doing along the same line.

The advent of Hearst's Boston *American* was eagerly awaited, for it is generally admitted that the "Hearst crowd" know how to get out a paper that will sell.

Promptly at one o'clock on Monday, Gov. Bates pressed the button that set the presses in motion and the six o'clock edition was on the streets by quarter past ten. Hearst rather hugged himself over this display of enterprise and by noon was getting out his "night specials."

This was a little too swift for the dear old town, but she is getting used to the racket and is bearing up splendidly.

The circulation of the New York *Journal* prior to the establishment of the Boston *American* was considerable in this city and outlying towns. It has been put as high as 75,000. How much of this applied to persons who desired to purchase a paper coming from New York is hard to determine, but undoubtedly it attracted a good many. We now find the New York *Evening World* making a strenuous effort to supply whatever vacancy has been caused by the *Journal's* change to a local paper. On the occasion of the Britt and Corbett fight, the *Evening World* was on sale in Boston before twelve o'clock with a full account of the battle and numerous illustrations of the various punches described in the report. This may be taken as an indication of a desire on the part of the *World* to occupy whatever

(Continued on page 12.)

**THE
Minneapolis Tribune
COPY FOR COPY**

from 1 to 80,000
The TRIBUNE circulation
is worth more
to the advertiser
than that of any other
Minneapolis daily.
It is the respectable
wide-awake paper
of the Northwest.

Test it any way you please,
on expensive or inexpensive
goods, the returns will justify
the above claim.

Sunday, Feb. 28, the Sheldon School of Scientific Salesmanship (215 Wabash Ave., Chicago) ran a half-page ad in The Sunday TRIBUNE. The same ad ran in the evening Journal the day before. A considerable number of Sunday TRIBUNE subscribers read also the evening Journal, and as the ad appeared first in the latter paper, it is reasonable to presume that, on this account, the returns to the advertiser from the TRIBUNE were somewhat reduced. Even with this handicap on the TRIBUNE, that paper gave **65** per cent larger returns to the advertiser than did the Minneapolis Journal, and **160** per cent greater returns than given by the Sunday Times, the same ad also appearing in the latter paper on Feb. 28. Here are the figures, actual returns:

The Sunday Tribune.....	132
The Evening (Saturday) Journal.....	80
The Sunday Times.....	50
Journal and Times, combined.....	130

Thus The Minneapolis TRIBUNE again gives more returns than both the Minneapolis Journal and the Times combined.

W. J. MURPHY, Editor and Publisher.

CHARLES H. HAMBLIN, A. W. PETERSON,
Managing Editor and Business Manager. Asst. Gen'l Mgr., Mgr. of Adv.
C. GEORGE KROGNESS, Western Rep., 1634 Marquette Bldg., Chicago, Ill.
C. J. BILLSON, Eastern Rep., Tribune Bldg., New York City.

For complete circulation record see Roll of Honor.

field, vacated by the *Journal* as a New York paper, existed.

The Sunday *World* is working the Sperry & Hutchinson green trading stamp coupon scheme for all it is worth at present.

The Sunday *Journal* has followed suit with the blue trading stamps of a rival company. The *Herald*, *Sun* and *Tribune* are also more or less in evidence, but not to the extent of the other two.

It is difficult to get a New York *Sun* after they have been on sale an hour or two, as they are evidently non-returnable and are only carried in a limited way.

The new management of the Boston *Herald*, under the direction of Mr. Wm. E. Haskell, has effected many wonderful and striking departures in this conservative paper.

Heavy scare heads have been entirely abolished and all advertising on the front page has been limited to the lower half. The old-time rules regarding cuts, broken columns, etc., have gone by the board and the flat rate prevails throughout. Simultaneously with the *Herald's* announcement came notice from the *Globe* of a like policy as to rates.

Other changes on the *Herald* include a colored supplement to the Sunday edition and the introduction of a subscription scheme whereby a handsome Bible is presented to every subscriber who takes the paper for eighteen months.

This is the same plan which proved a success in the case of the Chicago *Tribune*, St. Louis *Globe-Democrat* and several others.

The *Traveler*, since it came under the control of Mr. Fahey, has succeeded in making itself a much more readable paper. They, too, have placed the front page advertising under a ban, and the general tendency is in the direction of making Boston's newspapers much more in keeping with the town as a cultivated center.

Frank Munsey's *News* is altogether readable and interesting. Its typography has also much in its favor. In fact, Mr. Munsey was the first to attempt this change

in Boston, he having made it a condition on the first appearance of his newspaper that all advertising should be abolished from the front page, and reasonable-sized headlines used in place of the large black type.

Nevertheless, Mr. Munsey's paper cannot be said to have achieved the amount of success which the energy and enterprise behind it deserve. It did create a ripple of excitement with a prize offer a month or two ago, but since then has settled down to build itself up in a conservative and businesslike manner.

The *Post* continues to appeal with marked success to a very large and important audience in Boston.

The *Record* still continues to be a favored afternoon paper. It has qualities of its own, and is unquestionably edited with much intelligence. It reaches not only the medium class, but is also sandwiched in with the *Transcript*—concededly the most conservative and high-toned paper in New England.

The *Transcript*, notwithstanding all the changes and competition, pursues the even tenor of its way. It is a literary paper in the best sense of the word, and at the same time a very excellent newspaper. It is eminently the leading financial and literary authority, and while of moderate circulation compared with the others, the quality is undoubtedly of the very best.

The large department store of Henry Siegel will provide more advertising for the papers, and although the present situation indicates the existence of a little more competition than is altogether desirable, yet the growth of the town will in time supply business enough for all. H. C. BROWN.

The WESTERN NEW YORKER
WARSAW, N. Y.

averaged for 1903 3,802 copies each week in a county that has no daily. Gained one subscriber for each day in the year.

A PAPER 64 YEARS OLD.

AN ADVERTISING ODDITY.

Those who read Colonel Mann's entertaining society weekly, *Town Topics*, may have paused long enough at the cover to observe the curious combination of emblems and advertising with which it is ornamented. For those who have

borne the name of a well-known champagne. A woman prominent enough to be mentioned occasionally in the pages of Colonel Mann's journal once said that she never paused to look at the cover, but hurried into the text to see whether all had been discovered. Perhaps the majority of *Town Topics'* readers follow her example. But the oddly arranged small spaces are seldom unfilled, so they must have some advertising value.



not, the page is here reproduced. This unique cover page brings to the publisher of *Town Topics* a revenue of \$12,090 per annum, as follows:

Carl H. Schultz	\$2,600
Niles	1,040
Bromo-Seltzer	1,040
Louis Roederer	1,040
John W. Merriam & Co.	1,500
Eugenie	1,040
Resort ad	1,040
Lichtenstein Millinery Co.	1,040
Thomas Young, Jr.	1,750

\$12,090

The small space in the ring held by Dan Cupid is also for sale, and L. B. De Voe, advertising manager of *Town Topics*, says that he expects to close a contract with a cigarette manufacturer who considers it worth \$1,000 a year. In the original this space is about half an inch square. It was suggested that the necks of the two beauteous damsels representing Society might also be disposed of, and Mr. De Voe confessed that he had often thought of them in connection with porous plasters. The bottle in the left margin has long

"LITERATURE" GIVES PLACE TO THE HUMAN.

Take up a magazine published in the fifties. There are no illustrations. Nothing but sombre print, intensely correct, grammatically perfect. The entire vocabulary of the English language brought to bear on subjects inane or of the most stupendous nature. Not a sentence brooks the introduction of everyday expression. You had to appear in your glad rags those days and have your polish with you. Now! Conditions are changed. I have watched the proud old business house cast away the stock and the frill cravat, whose printing was as sedate as a pensive maiden, now revel in red ink and the flimsy diaphanous skirts of a dancer, shouting hurrah! where once they politely simpered. I have watched the noble red man with tomahawk and scalping knife forcibly attracting attention to a kidney cure. And have seen The Seven Sisters comb their hair, mermaid fashion, in the windows of a down town department store to the tune of somebody's hair restorer. And why not? says I. Down with the barriers which separate us from the great and mighty public. None regrets the passing of "the elegant" more than I, or enters the ranks of the renegade with more sang froid.

—Folder from Will Graham, Blue Point, L. I.

**Suburban Advertising
FOR
New York Merchants**

Its exceptional value and great possibilities easily demonstrated by sending a postal for particulars to

**JAMES O'FLAHERTY
SUBURBAN ADVERTISING SERVICE,
22 NORTH WILLIAM ST., NEW YORK.**

**Lincoln Freie Presse
GERMAN WEEKLY.**

LINCOLN, N. B.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 145,448

RATE 35 CENTS.

DEPARTMENT STORE ADVERTISING IN THE SUBURBS.

From the department store standpoint the people who live in the suburbs of New York are well worth going after. Statistics show why. Within the limits of a circle drawn around Newark, Jersey City, Elizabeth and neighboring New Jersey towns there are no less than 1,200,000 people—a population almost equal to that of Philadelphia, in a territory not so large as the Quaker City. Up the Hudson are many populous towns, and in Connecticut are more. All are within reach of the city by train, and it is no exaggeration to say that the Sixth avenue shopping district of New York is nearer to many of these places than some of the more inaccessible portions of Manhattan Island.

The department stores have always known the importance of these suburban towns, and have endeavored to reach their people through the suburban papers. To send fresh store news to a dozen or two suburban dailies has been impracticable, while the display given the ads by these papers has not been so satisfactory as that of the New York dailies. Department store advertising in suburban daily papers, therefore, has usually been of a general nature, calling attention to the number of square feet of floor space, number of departments and so forth, but saying nothing about prices or sales. The difficulty of placing retail ads in these papers has now been overcome in an ingenious manner by James O'Flaherty, who represents a list of suburban dailies. He takes one piece of copy and one set of cuts (if cuts are used), sets it up in New York department store style, makes plates and expresses them in ample time for the next day's issue.

"Our service has now been running a year and a half," said Mr. O'Flaherty at his office, 22 North William street. "We place suburban advertising in this manner for the Adams Dry Goods Co., the Simpson-

Crawford Co., Ehrich Bros. and H. O'Neill & Co. Some of the stores run ads in the suburban dailies once a week, twice a week, or even oftener. The ads average a quarter page, but full pages are printed frequently. The value of the fresh store news, with offerings and prices for the following day, is beyond question. People want goods and prices in department store advertising. The old style of suburban ad, with its general statements, never brought results. It didn't bring people from the suburbs to the store. Printed in New York dailies, it wouldn't have pulled them around the corner. The direct offering is the only attraction. There is an advantage in having ads printed in New York style. They are more attractive, for one thing, and the service is cheaper than if each paper set the advertising in its own plant.

"The claim that New York papers cover the suburbs is not well founded. They have an extensive circulation on the streets, trains and stations, but the people to whom Yonkers is bigger than New York want to read about Yonkers, and it is the local paper that they read. All the New York papers combined do not cover Brooklyn. The circulation of suburban dailies is local. It is home circulation. They print but one edition daily, so there is no duplication, and few street sales. Suburbanites come to the city to buy—not to 'shop.' And the city attracts them when they have money to spend on certain goods, such as house furnishings, clothing, furniture and articles not purchased for every-day consumption. The value of advertising in suburban towns is shown in Newark, where the large stores have been able to draw trade that should have come to the Sixth avenue shopping district simply by using strongly the papers of surrounding towns. Fresh advertising of New York department stores is of real value to suburban papers. It builds circulation and adds to the value of the paper in readers' eyes. Stores that have used our service have had no difficulty in tracing results. It is, so far as I know,

the first time that a list of suburban papers has been made available in this manner. The system of sending out attractive stereotyped ads could be adapted to the suburban dailies of other cities through a service for all the stores like ours. One or two live ads, with prices, each week keep suburbanites in touch with a store and make them more or less regular customers.

Mr. O'Flaherty's list comprises seventeen dailies, for which a daily average circulation of 75,000 to 80,000 is claimed:

CONNECTICUT.

	Dist.	No. of	from	trains
	N. Y.	Pop.	daily.	
South Norwalk <i>Sentinel</i>	42	8,000	54	
Norwalk <i>Hour</i>	42	12,000	54	

NEW YORK.

Kingston <i>Freeman</i>	88	25,000	34
Poughkeepsie <i>Eagle</i>	75	27,000	43
Poughkeepsie <i>Star</i>	75	27,000	43
Newburgh <i>News</i>	57	25,000	37
Yonkers <i>Herald</i>	13	52,000	150
Mt. Vernon <i>Argus</i>	12	25,000	110

NEW JERSEY.

Plainfield <i>Courier News</i>	25	24,000	65
Elizabeth <i>Journal</i>	12	55,000	221
Elizabeth <i>Leader</i>	12	55,000	221

	Dist.	No. of	from	trains
	N. Y.	Pop.	daily.	
Paterson <i>Call</i>	17	110,000	164	
Paterson <i>Guardian</i>	17	110,000	164	
Asbury Park <i>Press</i>	59	4,500	85	
Passaic <i>News</i>	11	30,000	80	
Hackensack <i>Record</i>	12	11,000	75	
Long Branch <i>Record</i> ...	40	10,000	65	

CHEERFULLY REFUND.

"Money back" is not only no advantage, but an absolute injury to a shop, if a scowl goes with it. The customer puts the retailer to the test and finds that the promise of "money back" was either an empty pretence or is carried out with such bad grace as to discourage any customer from availing himself of it. In "money back" cases the retailer can choose between two losses—that of the value of the goods, or the loss of his customer. The first is always the smallest. Furthermore, the "money back" policy is an excellent indicator of undesirable lines of merchandise, which are certain to slip into the most carefully guarded stock. Perhaps only one in ten defective articles ever comes back. The nine other patrons keep silent, but it is often these that cause the greatest loss in the end. "Money back" is a modern form of insurance for the purchaser, and to the merchant it is a valuable means of learning public opinion as it applies to himself and his business.—*The Haberdasher*.

Trade Paper Wanted

The advertiser, a responsible publisher conducting a prosperous business, wishes to lease a well-established trade paper (weekly or monthly) for a term of ten or twenty years. Will pay a good percentage or a substantial lump sum per annum for a live publication (located in New York City), but will not consider any paper that is not making a reasonable net profit.

This is an excellent opportunity for a publisher who wishes to retire or change his field but who desires a larger price for his paper than is usually obtained by selling outright.

Address (in confidence),

P. O. Box 173,

New York City

BILLBOARD ADVERTISING.

By the Outdoor Advertising Department of the Ben B. Hampton Co., 7 West 22d St., New York.

Billboards are most effective when used in connection with newspaper or magazine display. An advertising appropriation divided, three-fourths for newspaper space and one-fourth for posters, will produce more valuable publicity than could be obtained with double the original amount if spent in newspapers alone. This is a fact that has been repeatedly demonstrated by the experience of practical business men. Billboards form the logical connection between the newspaper and the public. In many campaigns they are the "missing link." They interpret the newspaper advertising, emphasizing its most important feature in a manner as forceful as it is lasting. Their work is both preliminary and supplemental—they are accessories before the fact and coincident therewith. A name, a catch phrase or even a trademark seared into the mind of man by a big poster at once attracts attention when it appears in the newspaper. Because of the interest aroused in advance a newspaper advertisement supplemented with billboards will be read where it would otherwise receive but a fleeting glance. Posters catch the eye and hold the interest until the more deliberate newspaper advertisement has taken up and completed the work of education. When the newspaper advertising has begun they bring the meaning of the ads home to every newspaper reader. A personal application of the ads is forced on each individual, making him understand that the arguments he reads apply to *him* and *his needs*, impressing him with the necessity for taking advantage thereof. In still another capacity billboards serve as reminders—reminders that will not be put aside, but which keep pounding away with sledgehammer

blows, driving the selling arguments deeper and deeper, until the end has been accomplished—the prospective customer becomes one in reality.

Billboards not only work with the newspapers. They work independently as well. They reach people who do not read the papers. They also reach those who, though they do read papers, attempt to avoid the ads therein. Billboards appeal even more strongly to people who, through lack of education or environment, cannot read the newspapers. Posters are the one thing they can read, and they read them well.

Aside from the direct benefits of poster advertising, there is a moral effect of no mean value. They carry with them an impression of financial solidity—give the idea of a large expenditure and an air of permanency. The public understands that goods advertised in a large way have come to stay—and that indicates high merit.

Posters are the human side of advertising. They give the breath of life to cold, prosaic facts. They *demonstrate* rather than describe. Some advertisers say: "We admit the value of billboards in pushing certain lines of goods, but they wouldn't do us any good; our business can't be advertised in that way."

Why not? Any line of goods manufactured for general public consumption, any proposition that appeals to the people—not to a select few, but the masses—can be successfully, profitably advertised by means of billboards, either alone or in connection with newspapers. The point is simply: Have you anything to sell to *the people*—men, women and children, rich and poor, educated and ignorant, white and black, dwellers in palatial residences and cheap, crowded tenements? Have you any proposition

which you wish to place before them. Nothing like this had ever been—anything to impress indelibly on their minds? If you have, posters will accomplish sales, and do it in quicker, better, at less cost than any other medium or group of mediums you can select. From time immemorial it has been the big, bright-colored posters rather than the newspapers that have filled circus tents and theaters. Do not the same people who go to the circus and theaters also buy hats, shoes, coffee, breakfast foods, patent medicines and hundreds of other commodities? If one poster attracts their attention, will not another? There is no question about it. Billboards have proved their worth. They have fought their way to the front in the face of opposition from the newspapers which, too near-sighted to recognize them as valuable allies in a common cause, have attacked them as competitors. They have become a necessity to the general advertiser.

In the past two or three years many prominent national advertisers have been converted to the use of posters. Shoe and corset manufacturers, patent medicine houses, cereal concerns, piano makers and dozens of others have found them so effective that their appropriations now include posting on a scale second only to that of newspaper work. These advertisers are not impelled by sentiment, you may be sure. They use posters because it pays them to do so—because the division of their appropriation between the two greatest mediums has brought them results enormously in excess of those that would come from newspapers alone or billboards alone.

Here is an example of what an experimental poster campaign accomplished: A new publishing house—one with no reputation to back it and, incidentally, no advertising prejudices or traditions to hinder its progress—put out a new novel by an unknown author. The regulation amount of newspaper advertising was done, but the house also covered every important city in the land with posters of artistic merit, life and color.

Nothing like this had ever been dreamed of by other book publishers. They threw up their hands in horror at the departure, but when results matured they stood aghast and licked their chops. Orders for the novel began pouring in from everywhere. Everybody talked about it and bought it. Edition followed edition as fast as they could be printed, until over 200,000 copies had been sold. Just what this means to a book publisher can be appreciated when it is said that 50,000 copies of a novel represents a great success, and 100,000 is something phenomenal.

The above instance happened within the year, but even in this brief time other publishers have fallen into line. Billboards have come to be regarded by them as essential to the advertising of books.

The poster is everywhere. When you put your advertisement on the billboards the people you want to reach do not have to buy a periodical to know about you. They do not have to hunt out the poster. It finds them. Riding or walking, the billboard is everywhere—bright, attractive, cheerful, forcing itself into the minds of every one who wanders into its vicinity. It is so easy to look at posters—and so difficult to avoid looking at them. At some season in the year everywhere in this broad land every man and woman, boy or girl, is attracted by the posters of the circus. The advertising problem of the circus is interesting. Public attention must be aroused to the point of enthusiasm. The time is very limited—not more than two or three weeks, usually. Posters do the work. The circus developed the poster habit, and it is ingrained in the public. Thoughtful advertisers are now taking a leaf from the showman's experience.

Almost a million a week. In the homes of the country people of the New England, Middle and Southern States. Their local weeklies. Moulding their opinions, enjoying their confidence and guiding them in their purchases. The price per line is equal, 28.65 per line, upon 500 line orders for these 1,450 local weeklies, giving the above circulation in the homes of the country people. Catalogue free.

ATLANTIC COAST LISTS,
134 Leonard Street, New York.

FROM A CONSUMER'S STANDPOINT.

There is one valuable phase of advertising that, with but few exceptions, has been employed very little or only superficially by manufacturers and dealers. It is the detailed description (words and pictures) of the manufacture of an article, from the raw material in the mine or forest, step by step, until it becomes the finished product, ready for the consumer. That such a description or story can be made intensely interesting, and hence immensely valuable as an advertising adjunct, is evidenced by the well-written and popular short, illustrated articles that have appeared quite frequently in the magazines during the past three or four years describing, in an impersonal way, the rise and development of some industry.

There must be a good story about any article that is manufactured for the general public, and such a story would surely have more weight in influencing my (possible purchaser's) judgment than the bare statement that the article "is made from the best material obtainable, by expert workmen, who are constantly under supervision of the brightest scientific minds in the world," or, "it leads them all in every point of excellence, and is highly indorsed by all thinking people." Doubtless statements like the foregoing have their value, especially if the goods are meritorious and the firm lives long enough.

If you hope to secure any business in the established lines, you must convince me (possible purchaser) that either you have a better article for the same price or just as good an article at a lower price, and the quickest, easiest, cheapest way to bring conviction is to take me through your plant.

Begin with the raw material, and then point out the interesting and obviously difficult changes that must be made by your workmen and labor-saving machines. No need to unduly brag about expert workmen. I readily understand as

I watch the operations that such a wonderful transformation could not be brought about except by the highest skill. I know now, or think I do, why your particular article is "superior," and I am a constant, powerful advertisement for your line of goods whenever the subject is mentioned.

The piano would seem to be a good article for this style of advertising, but I have yet to see an advertisement that varies greatly from the "excellence of tone," "highest grade" and "perfection in piano making" style of advertising publicity. I wonder if the kind of lumber used is better if it comes from a particular locality? I would like to know if the lumber is subjected to a peculiar process; if the style or size of the piano box has anything to do with the "excellence of tone." From what mine does the metal come, and what sort of an evolution does it have to go through before it is ready to be used as strings? What is the sounding board, and is one style better than another? How is it constructed? How are the various parts assembled, and in what order? Who regulates the "tone"? I would like to feel and know that the piano that I buy is the best instrument that can be bought at that price, and I am sure that a full description (words and pictures) of its manufacture would help me to decide. I feel certain that, everything else appearing to me to be equal, I would buy a piano I know, or think I know, the most about.

I want a typewriter that will do excellent work, that is easy to manipulate, capable of the highest speed, and that will wear for years and still do good work. All typewriter companies claim these qualities for their machines—just claim them. The style of a machine doubtless determines, to a certain extent, the scope of these qualities; but the major part is in the manufacture. I know the whole story would influence me in the selection.

Watches, furniture, shoes, sewing machines must have wonderful stories in them—stories that I

would probably tell to my neighbors.

The main things that I would like to know about cereals, canned goods, soap, flour, cigars, drinkables, etc., are the purity of the materials and the cleanliness of manufacture. The chemist and the camera would have a tremendous influence here. An example of what can be done in this line is Schlitz's four-page ad in the February *Harper's*. In this ad is told in words and by pictures how the purity and quality of the materials and the cleanliness of manufacture are maintained until the product is ready for the market. Not every one, perhaps, could afford four-page ads, but a suggestion of the story could be given in a much smaller ad—enough to induce me to write for a booklet, where I would find the story in full.

In the manufacture of any article there is some one quality that the public demands and that the manufacturer and the dealer claim to furnish. Too often the proof offered is age of house, square dealing, and other statements of a similar character. All of the proofs at the command of a manufacturer are none too many to quickly convince the consumer that the particular goods offered are the ones to purchase.

E. D. SNOW.

Advertising won't grow hair on a bald head, but it has sold many a medical preparation that wouldn't do it either.—*White's Class Advertising*.

She—What are those magazine guns the papers tell about so often?

He—Probably it's some gun powerful enough to send a projectile through the advertising portion of the average magazine.—*Chicago Daily News*.

The man who advertises, and then says he is much too busy to attend to it, is in the same position as a man who habitually feeds a horse, but does not habitually, or who generates steam in a boiler, without using it.—*British Advertiser*.

Good ads are tailor made. The hand-me-down sort are usually written on the spur of the moment without thought of the value of space or results. Measure every feature of the thing to be advertised. Jot down every item that will likely appeal to this or that person. With these measurements you are in a position to construct an ad that will fit.—*Omaha Trade Exhibit*.



Your market is limited to those who know your wares.

The huckster deals only with those within sound of his voice.

The largest marketplace never dealt with two million people at once.

McCLURE'S

MAGAZINE

is the Market-
place of the
World

in which is bought and sold everything, from real estate to automobiles, from cigars to trips around the world. Speak through its columns and two million people will hear.

McCLURE'S MAGAZINE,
CURTIS P. BRADY, Mgr. Adv. Dep't
New York.

Frederick C. Little, Frederick E. M. Cole,
Western Representatives,
Marquette Bldg., Chicago.
Egerton Chichester, New England Rep.,
Globe Bldg., Boston.

MAINE COUNTRY
WEEKLIES.

DOVER, ME., March 30, 1904.

Editor of PRINTERS' INK:

Not long ago a traveling representative of one of the patent medicine concerns said to me: "The country publishers are getting too prosperous. They won't take our advertising at the prices we have been paying, and we think those prices are high enough."

He is correct in his idea that a change has come over the country publisher. When I made my first pi and saw my first type louse, sixteen years ago, the majority of country publishers in Maine were accepting pretty nearly any sort of proposition that came along in the shape of foreign advertising. They argued that it didn't cost any more to run the paper, and the little received from that was so much pure gain.

To-day there are in Maine numerous country newspaper proprietors who claim that they cannot afford to carry more than a limited amount of foreign advertising—it is bad for the home business—and I know of three such who have become so independent as to say that they can get as much business direct as they are warranted in handling, and accordingly refuse to allow any commission to agents.

The reason for this is that the country merchant has learned to advertise. *PRINTERS' INK* has had a share in that education, but I heard a clothing dealer say, a few days ago, that the paper was getting away from him. It was getting worth more to the big advertiser, and didn't contain so much adapted to the small man's needs as it used to do.

In a thrifty country village the merchants are generous users of space in the local weekly. The paper reaches the people better than circulars, dodgers, posters or placards, is read better, and costs less.

Along with the learning to use the country paper the local advertiser has learned to demand an extension of its privileges.

When I began work at the printer's trade, most country weeklies permitted monthly changes of copy, and I have been unable to learn of one which at that time allowed weekly changes. The hustling young business man for whom I worked had owned the plant only a short time. He made a rule that copy might be changed fortnightly, and the men to whom he offered that privilege were amused at it. Four or five times a year was often enough, and any ad was good for a month if it was good for anything. To-day in that same village those same merchants or their successors are clamoring with that same publisher to allow weekly changes of copy, and he is wondering how he shall rearrange his work to grant the request.

Granting weekly changes of ads means a great deal in a small office having only a few in the crew. The first side of the paper is usually printed on Saturday, and much of the reading matter

type is distributed for use on the second side, which will be put to press on Thursday. The days of the week may be different, but the practice is similar. To allow weekly changes means the going to press later with the first side, because the new ads would overrun the second side. It means that if the second side is printed on Thursday, the first side must go to press as late as Wednesday. To do so, it is necessary to have enough Roman body type for all the matter set in one paper, and few offices have so much. For that extra investment, no return, or only a small indirect return, can be obtained. The only advantage except the accommodation to advertisers is that it makes it possible to use later matter for the first side, so that it is more up to date and consequently of equal value with the later pages for advertising position.

With the development of the country merchant as a newspaper advertiser has gone forever the idea that a paper could be run on the idea that there is only one town on earth, and that is the town of publication. The advertiser will pay more if the paper circulates not only in the home village but in the neighboring towns. So the publisher finds that it pays him to search the countryside for local correspondents to send in the little happenings of their neighborhoods and to induce their neighbors to take the paper.

The effect of the rural free deliveries upon the country papers is still a matter of speculation in this State. The country people are sharing in the general prosperity, and a respectable minority now take daily papers. But the place of the country weekly in distributing the home news has not been successfully assailed as yet, and nothing has shown any signs of supplanting it as a foreign advertising medium in its particular field. The only two papers in Maine which handle large amounts of country news are afternoon papers, and cannot connect with the rural free deliveries, which must have a morning paper if any. Whether a city paper can successfully compete with the local weekly in its own field is a matter of doubt, anyway, as in order to do so the city paper must publish a great deal from its east territory which is waste reading to the people west of the city, and vice versa. The paper must be made too large to be profitable, or equip itself with stereotyping plant, and several expensive presses, so as to get out several different editions for different sections. The mail order advertiser as yet has made no serious inroads on the local merchant's business, and whether he can do so in so intelligent a constituency as the people of Maine is a matter for grave doubt.

The rural free delivery has certainly made the country a more difficult territory for the foreign advertiser to circulate, and he is forced to pay the increased rates of the local weekly or leave the territory unworked. Nothing else reaches the territory. The old practice of getting names from the country paper of people who have rheumat-

ism, or will build a house, or keep hens, is a method seriously hampered by the rural free delivery. The old names of the localities are retained after the post office is abolished, and the man who addresses a letter to somebody living at Sebec may be writing to a person whose post office address is Foxcroft, ten miles away.

The moral of it all seems to be that the man on the spot can win out against the man from away, every time, if he tries to do so. Yours truly,

D. CROMETT CLARK.

The letter of Mr. Clark is an interesting one. It is wholly up to the publisher of the country weekly to make his paper worth while to the foreign advertiser or be at his mercy and accept any old proposition he is making him. If country weeklies have grown in disfavor with large advertisers the country publisher is largely responsible for that fact. There are country weeklies and country weeklies. The country weekly is essentially a home medium, and if it is good for anything at all it gets home business enough to make it worth while and those who do generally enjoy the respect of foreign advertisers. In the State of Maine are perhaps the most intelligent and best educated country weekly publishers—and also some of the most pig-headed ones. The writer has one especially in mind, who is a fair sample of the last-named class. He hampers and restricts the home advertiser whenever he can; he refuses to change copy and has not the slightest sense of how to assist the home advertiser to make advertising profitable. He also charges the foreign advertiser a lower rate than he does the home advertiser. Fortunately for

him he enjoys a monopoly in his field, or else he would easily be driven out of business had he a live, progressive competitor.

The country merchant *has* learned to advertise, and he *must* advertise more and more in the future if he doesn't want to be replaced by the mail-order houses. The hint that PRINTERS' INK was getting away from the small merchant has been noted and will have attention.

Of course, the live country merchant is clamoring for weekly change of copy—why shouldn't he? If a reasonable small charge were made for this he would probably be willing to pay for it. It isn't his business to accommodate the publisher; he desires to have returns from money invested in advertising and change of copy is one of the first principles to make store advertising pay. Whether the rural free delivery will hurt the country paper or not, inasmuch as it delivers daily papers at the farmer's door, is also entirely up to the country publisher himself. No daily can take the peculiar place of a home weekly if the latter is what it can be made at the hands of an intelligent publisher.

Manufacturers

Of food products and other goods sold under trade mark or brand will find it profitable to use THE MERCHANT AND MANUFACTURER, Nashville, Tenn., as it goes direct to the *country merchants* throughout the middle South.

THE TORONTO STAR

Circulation

Average for February, 30,128.

Gain over February, 1903, 11,650.

General Advertising

Months of December, January and February, 3,235 cols. Next evening competitor, claiming larger circulation, only 2,373 cols. Increase of 9 per cent in THE STAR. Decrease of 18 per cent in the paper aforesaid.

THE STAR is growing faster than any Canadian paper ever grew. It carries the largest amount of local business of any Toronto paper, morning or evening.

The Chas. T. Logan Special Agency, Foreign Representatives

Tribune Buildings, New York & Chicago

ADVERTISING AUTO-MOBILES.

By *L. Scott Dabo.*

"The question of automobile advertising is a difficult one, and one in which much can be said on both sides," said Mr. McNamara, of Smith & Mabley, who handle the well known Panhard and Renault cars—"the advertisers' side and the non-advertisers'; I might almost say that every case demands individual rules, if indeed rules can be applied at all.

"I do not believe an automobile was ever sold directly through an advertisement; at least, that has been our experience. It is doubtful if the public—our public—a class of people representing the wealth of the country—can be reached with any resulting effect through advertising as it is commonly understood."

"Why, then, do you advertise?"

"For several reasons. Partly because we have not yet been able to decide definitely on this point—there being so many features of consideration to take into account, and mainly because we do think it wise and, perhaps, even profitable in a certain way impossible to define—if every phase of an automobile buyer's mind could be revealed and weighed in its respective ratio, from the time the mere idea of an auto came into his mind until a sale had been actually effected—it might be found that the publicity of the name had aided in the work."

"We advertise the Panhard and Renault cars. Both of these are of the highest order of make; consequently both are expensive machines. There's no question about the value of making the name of any article, no matter to whom the manufacturer wants to sell—so well known and familiar that it is as commonly spoken of and mentioned as a brand of cigar. But there I feel sure the value stops; at least so far as we're concerned. We want our cars to be familiarly known to everybody, even to the extent of their construction and general looks being recognized, just as people used to recognize a bi-

cycle at a passing glance; and this is being daily accomplished. Panhard and Renault cars are as well known as any car made, and even better. Certain of their features have so individualized them that to confound them with any other make is impossible; these things it is well to exploit on general principles through the ordinary channels of publicity. But when it comes to advertising our autos with a view to direct sales, we have a different story, which can be epitomized in a very few words—every one of our cars sold is itself a speaking advertisement. If Mr. I. Townsend Burden happens, in the course of conversation with Mr. Gould, to speak of buying an auto, the latter naturally extols the merits of our Renault. There is no better ad in the world than this. Of course, the value must be in the machine first before any buyer will think of recommending the make to a friend. At this stage it's up to us."

"What percentage of inquiries do you receive in answer to your newspaper and magazine advertising," was asked.

"Small. I can't give you the figures now, but they never amount to much, and we have very little faith in inquiries induced by the writer's notice of our ads; many of them go right into the waste paper basket. Of course, when an inquiry bears the marks of a man able to buy and own an automobile—as for instance if the letter is typewritten on business paper or is signed by a man's secretary or a name which seems a responsible one, we give it all the attention possible. But most of such inquiries come from the farmers and country people who like to receive mail and whose main object is to get a picture book."

"We get out handsome catalogues containing photographs of our machines and information tending to prove their superiority and value. These books are gotten up and distributed with every care and at large expense. But I must repeat, we sell our cars through personal, man to man advertising;

through the opinions of such buyers and users of our machines who have or find occasion to recommend them to friends, and of course also through the efforts of direct salesmen. Newspaper ads are a mere reminder that Smith & Mabley are selling automobiles—Panhard and Renault cars; that's all there's to it, and it's all we expect public advertising capable of doing for us."

Further inquiries at other automobile houses and of people connected with the industry at large elicited the information that a large number, if not all, the dealers in automobiles pay a handsome commission to imperious members of the "smart set" and men who have social entrée into the moneyed class, to push the sale of a certain make of machine in a disinterested, conversational manner.

QUALITY.

THE successes that have been won on a foundation of cheapness are as scarce as torrid days in Iceland and as unsatisfactory as soap bubbles. Real success only follows worth, and worth commands its price. You know collars and shirts and hats and gloves and cravats and other things whose brand or maker's name suffices to sell them. No need to tell folks that such and such an article is good. Just name the name of the man who made it, and all you've got to do is wrap up the parcel and tie the string. Queer thing, this reputation. It takes toiling and moiling to get it—takes singleness of purpose and capacity to resist temptations to cheapen, but once you've got it its value is transcendent and can't be computed in dollars and cents. How infinitely better it is to build on a foundation of quality and worth than to chase the will-o'-the-wisp of cheapness, which leads you into bogs and swamps. "But my trade won't pay the price!" wails some timorous soul. Your trade, dear man, is what you make it! If you insistently talk quarter cravats, and ten cent collars, and half-dollar shirts, and ninety-eight cent gloves, and dollar hats, and thirty-five cent undersuits, how in the name of sense can you expect your trade to ask for anything else? Try the other! Talk quality, emphasize worth, lay stress on inherent goodness and watch the result. Cut loose from cheapness, for you are leaning on a broken reed that will give you a bad fall one of these days. Profit and prestige lie in selling good goods. Is it any feeling so all-satisfying as the consciousness that your name stands for the best?—for quality?—for blown-in-the-bottle goodness? — for stamped-on-the-bottom worth? I guess not!—*The Haberdasher.*

1903 A RECORD YEAR

FOR THE

Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 77 lines. The Tribune lost 860 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

**The average circulation for
1903: Sunday, 191,317;
Daily, 154,218.**

The largest two-cent circulation in the United States, morning or evening.

**YOU TALK TO
50,000 Railroadmen**
When You
Advertise in the
Locomotive
Firemen's
Magazine



For Name and
Address of Circulation
Advertiser

JOHN F. MCNAMEE

Editor and Manager
Locomotive Firemen's Magazine

Indiana polis, Ind.

The Advertiser who Industriously Tills the
Railway Field Reaps an Abundant Harvest

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1904 issue of the Directory, now undergoing revision and to be issued in April next. Such circulation figures as are mentioned last are characterized by a $\frac{1}{2}$.

These figures are only regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

$\frac{1}{2}$ Announcements under this classification, if entitled as above, cost 20 cents per line under a **YEARLY** contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Aniston, Evening Star. *Daily average for 1903, 1,551. Republic, weekly aver. 1903, 2,816* (*).

Birmingham, Birmingham News. *Daily av. for 1903, 17,488* (*); *last 6 months 1903, 18,052*; *guaranteed*.

Birmingham, Ledger, *dy. Average for 1903, 16,670* (*). *E. Katz, Special Agent, N. Y.*

Montgomery, Advertiser. *Advertiser Co. Average circulation for 1903, guaranteed, daily 11,071* (*); *©©, w/ 18,567* (*); *Sy. 15,051* (*).

ARIZONA.

Bisbee, Review, *daily. W. B. Kelley, pub. In 1903 no issue less than 1,250* (6). *In 1903 no issue less than 1,750.*

Phoenix, Republican. *Daily average for 1903, 6,088* (*). *Logan & Cole Special Agency, N. Y.*

ARKANSAS.

Fort Smith, Times, *daily. In 1903 no issue less than 1,000* (53). *Actual average for August, September, October, 1903, 6,109.*

Little Rock, Arkansas Methodist, *Geo. Thorburn, pub. Actual average 1903, 10,000* (*).

Little Rock, Gazette, *daily and Sunday. Arkansas' Leading Newspaper. Established 1819. Aver. 1903, 7,904* (*). *Sunday 9,840* (*). *The only Arkansas newspaper that permitted the A. A. A. to examine its circulation. Smith & Thompson, Special Rep're, New York & Chicago.*

CALIFORNIA.

Fresno, Morning Republican, *daily. Average for 1903, 5,160* (*). *E. Katz, Special Agent, N. Y.*

Oakland, Signs of the Times. *Actual weekly average for 1903, 52,542* (*).

Oakland, Tribune, *daily. Average for 1903, 9,958* (76). *Tribune Publishing Company.*

Redlands, Facts, *daily. Daily average for 1903, 1,456* (*). *No weekly.*

San Diego, San Diegoan Sun. *Daily average for 1903, 2,782* (60). *W. H. Porterfield, pub.*

San Francisco, Argonaut, *weekly. Average for 1903, 15,165* (81). *E. Katz, Special Agent, N. Y.*

San Francisco, Bulletin, *R. A. Crothers, Av. for 1903, daily 49,159, Sunday 47,809* (90).

San Francisco, Call, *dy. and Sy. J. D. Spreckels, Aver. for 1903, d/ 60,585, Sy/ 71,584* (80). *Av. 1903, daily 61,064* (*); *Sy/ 82,015* (*).

San Jose, Evening Herald, *daily. The Herald Co. Average for year end, Aug. 1903, 8,597* (86).

San Jose, Morning Mercury, *daily. Mercury Publishing Co. Average for 1903, 6,266* (86).

San Jose, Pacific Tree and Vine, *mo. W. G. Bohannan. Actual average, 1903, 6,185* (*). *First three months, 1903, 8,166.*

CONNECTICUT.

Hartford, Times, *daily. Average for 1903, 16,509* (*). *Perry Lukens, Jr., N. Y. Rep.*

Meriden, Morning Record and Republican. *Daily average for 1903, 7,542* (*).

New Haven, Evening Register, *daily. Actual av. for 1903, 18,571* (*); *Sunday, 11,292* (*).

New Haven, Palladium, *daily. Average for 1903, 7,625* (*). *E. Katz, Special Agent, N. Y.*

New Haven, Union, *Av. for 1903, 15,827* (*). *Sy 8,860* (*). *E. Katz, Special Agent, N. Y.*

New London, Day, *evg. Av. 1903, 5,615* (*). *115. Average gain in past year.*

New London, Bulletin, *daily. Bulletin Co. publishers. Average for 1903, 4,659* (115). *Actual average for 1903, 4,986* (*).

Waterbury, Republican. *Daily average 1903, 5,846* (*). *LaCoste & Maxwell, Spec. Agts, N. Y.*

COLORADO.

Denver, Post, *daily. Post Printing and Publishing Co. Average for 1903, 88,798* (*). *Average for February, 1904, 48,186. Gain, 12,522.*

$\frac{1}{2}$ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

DELAWARE.

Wilmington, Every Evening. *Average guaranteed circulation for 1903, 10,784* (*).

Wilmington, Morning News, *daily. News Publishing Co. pubrs. Av for 1903, 9,958* (*).

DISTRICT OF COLUMBIA.

Washington Ex. Star, *daily. Ex. Star News paper Co. Average for 1903, 84,082* (*). *©©.*

National Tribune, *weekly. Average for 1903, 104,599* (125). *First six mos. 1903, 112,268. Smith & Thompson, Rep., N. Y. & Chicago.*

FLORIDA.

Jacksonville, Metropolis, *daily. Aver. 1903, 8,398* (*). *Av. 1st 6 months, 1903, 8,239.*

Pensacola, Journal, *mornings, ex. Mon. Av. 1903, 2,441. Av. 1903, 9,929* (*); *Dec. 1903, 8,190.*

Tampa, Morning Tribune, *daily. Tampa Tribune Pub. Co. Average for 1903, 8,610* (*).



A Roll of Honor—Continued.

GEORGIA.

Atlanta, Journal, dr. Av. 1903, **27,828**. Semi-wy, **34,105** (135). Present average, **29,884**.

Atlanta, News. Actual daily average, 1903, **20,104** (*). Av. December 1903, **25,726**.

Atlanta, Southern Cultivator, agriculture, semi-mo. Actual average for 1903, **50,125** (*).

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1903, **1,640** (*).

IDAHO.

Boise, Capital News, d'y and w'y. Capital News Ptg. Co., pub. Aver. 1903, **2,761** (*); w'y, **2,475** (*) (151).

ILLINOIS.

Calo, Citizen, weekly. Actual average, 1903, **1,110** (*). Daily average 1903, **818** (*); Jan. 1903, **688**; weekly, **1,125**.

Champaign, News. In 1902 no issue less than 1,100 daily and 3,400 weekly (163). In November, 1903, no daily issue less than **2,400**.

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1903, **6,088** (176).

Chicago, American Bee Journal, weekly. Actual average for 1903, **7,423** (167).

Chicago, Bakers' Helper, monthly. H. R. Clasold, Aver. for 1903, **4,175** (*) (60).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1903, **60,052** (167). Actual average for 1903, **67,850** (*)

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, **7,000** (*)

Chicago, Grain Dealers Journal, a. mo. Grain Dealers Company, Aver. for 1903, **4,554** (*) (60).

Chicago, Home Defender, mo. T. G. Mauritzen, Act. av. 1903, **5,409**. Last 3 mos. 1903, **54,000**.

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1903, **14,166** (181). Average ten months 1903, **22,100**.

Masonic Voice-Review, mo. Average for 1902, **26,041** (182). For six months 1903, **26,166**.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year end, July, 1902, **2,966** (182).

Chicago, Musical Leader and Concert-Goer, w'y. Aver. year ending January 4, **18,548** (*)

Chicago, National Harness Review, mo. Av. for 1903, **5,291** (183). First 5 mos. 1903, **6,250**.

Chicago, National Laundry Journal, semi-monthly. Actual average for 1903, **4,968** copies.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, **2,041** (183).

Chicago, Record-Herald. Average for 1903, daily **13,418** (*). Sunday **191,817** (*)

Chicago, The Operative Miller, monthly. Actual average for 1903, **5,666** (183).

Chicago, Tribune, daily. Tribune Co. In 1902, **7A** (60).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, **6,375** (193). Average first six months 1903, **14,833**.

Evanston, Correct English. How to Use It, mo. Actual aver. year end'g March, '04, **10,000** (*)

Kewanee, Star-Courier. Average for 1903, daily **5,083** (*). weekly **1,414** (*). Aver. guaranteed circulation daily for Jan'y, 1904, **581**.

Pekoria, Star, evenings and Sunday morning. Actual sworn average for 1903, **28,749** (219).

Rockford, Register Gazette. Dr. av. for 1902, **5,554**, a. wy, **7,652** (225). Shannon, 150 Nassau.

Rockford, Republic, daily. Actual average for 1903, **6,549** (*). La Cote & Maxwell, N. Y.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '03, **11,218** (244). Stern, av. '03, **12,618**. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Av. for 1903, d'y, **18,852** (*); S'y **14,126** (*) E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1902, **25,501** (247). A persistent medium, as houses every issue for daily reference.

Indianapolis, News, d'y. Hilton U. Brown, gen. mgr. Aver. net sales in 1903, **69,885** (*)

Lafayette, Morning Journal, daily. Sworn average 1903, **4,002** (*); February, 1904, **4,479**.

Marion, Leader, daily. W. B. Westlake, pub. Actual av. 1903, **5,295** (*); Feb., 1904, **5,609**.

Muncie, Star, d'y and S'y. Star Pub. Co. Aver. for 1903, d'y **25,856** (*); S'y **19,250** (*)

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1903, **24,082** (*)

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1903, **1,520** (364).

Richmond, Evening Item. Sworn d'y, av. for 1903, **3,558** (*). Same for Dec., 1903, **3,742**.

South Bend, Tribune. Sworn daily average 1903, **5,718** (*). Sworn av. for Feb., **6,446**.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, d'y, **1,981** (*); w'y, **8,872** (*)

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1903, **1,406** (222).

Burlington, Gazette, d'y. Thos. Stivers, pub. Average for 1903, **5,864** (*) Jan., 1904, **6,050**.

Davenport, Times. Dr. av. 1903, **8,055** (*). S. w'y, **1,660** (*). Dr. av. Jan., 1904, **8,830**. Cir. guar. more than double of any Davenport daily.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir'n, 1903, **88,759** (*). March, 1904, **40,556**.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1903, **81,398** (*). Average for February, 1904, **84,597**.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1903, **9,666** (364).

Des Moines, News, daily. Aver. 1903, **27,118** (225). First 5 mos. 1903, aver. sworn, **41,371** net.

Des Moines, Spirit of the West, w'y. Horses and live stock. Average for 1903, **6,095** (294).

Des Moines, Wallace's Farmer, w'y. Est. 1879. Actual average for 1903, **38,769** (*).

Muscatine, Journal, dr. av. 1903, **4,249** (*). S-w'y, **2,708** (*). Dr. av. Jan., 1904, **4,885**.

Ottumwa, Courier. Daily av. 1903, **4,512** (*); semi-weekly, **7,886** (*).

Shelton, Sun, d'y and w'y. H. A. Carson. Average for 1903, d'y **486**, w'y **2,544** (225).

Shenandoah, Sentinel, tri-weekly. Covers Page and Fremont counties. Average 1902, **8,681**. Average 1903, exceeds **4,100** (*). Bank deposits average \$100. Crop failures unknown. Land high; people prosperous.

A Roll of Honor—Continued.

Sioux City, Journal. *Dy. av. for 1903 (second) 19,493 (*), dy. av. for Jan. and Feb. 20,178. Records always open. More readers in its field than of all other daily papers combined.*

Waterloo, Courier. *Daily av. 1903, 2,967 (*). Last 6 mos. 1903, 2,657. S-w-y, 1,942.*

KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). Offers to prove 5,200 daily circulation for 1903 on receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1903, 195,869 (345).

Hutchinson, News. *Daily 1903, 2,768 (*). Weekly 2,112 (*). E. Katz, Agent, New York.*

Topeka, Western School Journal, educational monthly. *Average for 1903, 8,125 (*).*

Wichita, Eagle, d'y and w'y. Av. 1903, d'y 16,781, w'y 6,674 (364). Beckwith, N. Y. & Chicago.

KENTUCKY.

Cloverport, Brockenridge News, weekly. J. D. Rabbe. Average for 1903, 2,245 (368).

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1903, 8,582 (*); growing fast.

Lexington, Leader. *Av. for 1903, 2,328 (*). w'y, 2,806. Sy, 4,092 (*). S. A., N. Y.*

Louisville, Evening Post, dy. Evening Post Co. pub. Actual average for 1903, 26,595 (374).

Louisville, Herald. *Actual daily average for 1903, 17,814 (*); Sunday, 16,742 (*); Feb., 1904, daily 21,150, weekly 12,400. Sunday 20,771.*

Paducah, Sun, daily. *Average, 1903, 2,181 (*); for February, 1904, 2,415.*

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. *Average for Jan., 1904, 19,595. Official journal city New Orleans.*

New Orleans, Louisiana Planter and Sugar Mfr, w'y. In 1903 no issue less than \$6,000 (367).

New Orleans, The Southern Buck, official organ of Elkdom in La. and Miss. Av. '03, 2,866.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1903, 1,974,766 (391).

Augusta, Kennebec Journal, d'y and w'y. Average daily, 1903, 5,778 (*), weekly 2,170 (*). Bangor, Commercial. Average for 1903, daily 8,218 (*); weekly 29,006 (*).

Dover, Piscataquis Observer. Actual weekly average, 1903, 1,964 (*).

Lewiston, Evening Journal, daily. Aver. for 1903, 6,814 (*); w'y 15,452 (*); (360).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett. Average for 1903, 8,641 (*).

Portland, Evening Express. Average for 1903, daily 11,740 (*); Sunday Telegram, 5,000 (*).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1903, 41,522 (62). For January, 1904, 47,589.

MASSACHUSETTS.

Boston, Evening Transcript (360) (412) Boston's tea-table paper. Largest amount of week-day ad.

Boston, New England Magazine, monthly. America Co., pub. Average 1903, 21,580 (430).

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (360)

Boston, Post, dy. Average for 1903, 174,178 (413). Av. for Dec., 1903, dy. 195,919. Sy, 185,715. Largest p. m. or a. m. sale in New England.

Boston, Traveler. *Est. 1824. Actual daily av. 1903, 75,632. In 1903, 76,666 (*). October 1, 1903, to March 1, 1904, 80,496.*

Boston, Globe. *Average for 1903, daily, 195,554 (*); Sunday, 297,824 (*).* Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

East Northfield, Record of Christian Work, mo. *Actual for Dec. 31, 1903, 20,250 (*).* Only clean, reliable advertising taken. No "sure-all," speculation or questionable propositions considered.

Gloucester, Daily Times. Average for 1903, 6,247 (327). First seven months 1903, 6,629.

Gloucester, Cape Ann News. Actual daily average year ending February 15, 1904, 4,861 (*); February, 1904, average 6,016.

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1903, 6,701 (325).

Salem, Little Folks, mo. Juvenile. S. E. Cassino. Average for 1903, 75,450 (434).

Springfield, Good Housekeeping, mo. Avg. for 1903, 168,666 (362). For year end Dec., 1903, 185,992. All advertisements guaranteed.

Springfield, Republican. *Av. 1903, dy. 15,543 (*); (360), Sun, 15,270 (*); (360), w'y, 4,086 (*).*

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711 (*).

Worcester, L'Opinion Publique, daily. Aver. Jan., 5,189 (*). Only French paper in U. S. on Roll of Honor. E. A. Craig, N. Y. and Chicago.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1903, 1,270 (460). Average for 1903, 8,912 (*).

Detroit, Free Press. Average for 1903, daily 42,918 (*); Sunday 55,545 (*).

Detroit, Times, daily. Average for 1903, 25,390 (*); February, 1904, 28,408.

Grand Rapids, Evening Press, dy. Average 1903, 27,199 (*). 40,000 guar. daily for 1904.

Grand Rapids, Herald. Average daily issue for 1903, 22,324 (*).

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1903, 8,887 (361). Average for first six months 1903, 4,528.

Jackson, Press and Patriot. Actual daily average for 1903, 5,649 (*). Av. Feb. 14, 6,279.

Kalamazoo, Evening Telegraph. *Last six months 1903, dy. 8,362, w'y, 8,681.* Daily average, December, 1903, 9,069. Guarantees largest and best circulation in the city and surrounding territory.

Kalamazoo, Gazette-News, 1903, daily, 8,671 (*). Guarantees 3,300 more subscribers than any other daily paper published in the city. Av. 3 mos. to Jan. 1, 9,276.

Saginaw, Evening News, daily. Average for 1903, 9,848 (373). January, 1904, daily 12,169.

MINNESOTA.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 72,854 (*); (366). Actual average January, 1904, 78,500.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1903, 68,686 (*).

Minneapolis, N. W. Agriculturist, a-mo. Feb., '03, 78,168 (366). 75,000 guar'd. 3c. agate line.

A Roll of Honor—Continued.

Minneapolis, Journal, daily, Journal Printing Co.

"The Great Daily of the Great Northwest."

During February THE MINNEAPOLIS JOURNAL made such a great record—1,369 columns of space advertising in 25 days, against 1,289 columns of all kinds of advertising of its nearest competitor in 25 work days and four big Sundays. THE MINNEAPOLIS JOURNAL refused more than 50 columns of objectionable medical advertising in February.

During February THE MINNEAPOLIS JOURNAL's daily average circulation was

63,900

Most of this went home! THE MINNEAPOLIS JOURNAL reaches the most homes of all classes and is the clean family circle paper of the Northwest. It is the paper that is preferred by readers and advertisers alike. It is "The Great Daily of the Great Northwest."

THE JOURNAL Goes Home.

One clean paper in the home is worth five sold on the streets—from an advertising standpoint.

M. LEE STARKE, Manager General Advertising
Tribune Building, New York.
Tribune Building Chicago.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1903, **49,657** (*).

Northwestern Miller, weekly. Miller Publishing Co. Average for 1903, **4,200** (©) (49).

Minneapolis, The Housekeeper; monthly. Actual average 1903, **265,250** (*).

Minneapolis Tribune, W. J. Murphy, pub. E. M. S., Old Minnesota Building. Average for 1903, **66,712** (49); city, **56,850**. For 1903, daily average, **72,454**; Sunday, **61,074**. Daily average, last quarter of 1903, was **77,129**; Sunday, **62,924**. Daily average for January, 1904, was **79,087**.

The only Minneapolis daily listed in Rowell's American Newspaper Directory that publishes city directory, is the Tribune. It is the only newspaper in the city to date to date in ROLL OF HONOR, or elsewhere. The Tribune is the recognized Want Ad Medium of Minneapolis.

Watsonia, Chronicle, semi-w'y. Av. for 1903, **1,896** (49). Watsonia's leading newspaper. Present circulation, **2,100**.

St. Paul, Der Wanderer, with agr'l sup., Der Farmer im Westen, w'y. Av. for 1903, **10,500** (*).

St. Paul, Dispatch, d. Aver. 1903, **52,044** (*). Present over **57,255**. ST. PAUL'S LEADING NEWSPAPER. W'y. av. 1903, **78,026**.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, **31,541** (*). First 5 mos. 1903, **31,529**.

St. Paul, News, d. Aver. 1903, **30,619** (50). First 5 mos. 1903, average **34,051** net.

St. Paul, Pioneer-Press. Daily average for 1903 **34,151**, Sunday **30,956** (50).

St. Paul, The Farmer, agr'l, s.-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Aver. on year end, **77,861** (*). Act. present over **85,000**.

Wilson, Republican and Herald, daily. Average 1903, **5,962** (51); 1902, **4,644** (*).

Westlicher Herold. Av. 1903, **22,519** (*); Sonntags Winona, **22,111** (*); Volksbl. des Westens, **30,645** (*).

MISSISSIPPI

Vicksburg, American, daily. In 1902, no issue less than **1,250** (52). In 1903, **1,900** copies.

MISSOURI

Joplin, Globe, daily. Average for 1903, **16,510** (*). E. Katz, Special Agent, N. Y.

Kansas City, Journal, d'y and w'y. Average for 1902, daily **56,576**, weekly **161,109** (54).

Kansas City, Weekly Implement Trade Jrn'l. Av. Aug., '03, **9,187** (55).

Kansas City, World, daily. Aver. 1903, **62,978** (55). First 3 mos. 1903, over., **61,452**.

Merle, American Farm and Orchard agric. and hortic., mo. Actual average for 1903, **4,832** (56). Actual aver. May, June, July, 1903, **15,667**.

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1903, **7,475** (56).

St. Joseph, News and Press. Daily over. for 1903, **30,418** (*). Last 3 mos. 1903, **35,065**.

St. Joseph, 300 S. 7th St., Western Fruit Grower, m. Aver. for 1902, **22,257** (57). Rate *per line*. Circulation **20,000** copies *guarant'd*.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, **27,950**.

National Farmer and Stock Grower, mo. Av. 12 mos. and Dec., '03, **106,625**. 1902, **68,585** (58).

St. Louis, Star. Actual daily average for 1903, **64,378** (*).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proves average for 1902, **908,825**. Actual proven average for first 9 mos. in 1903, **1,115,760**. Commencing with Oct., 1903, every issue guaranteed to exceed **1,500,000** copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda Standard. Daily average for 1903, **10,809** (*). MONTANA'S BEST NEWSPAPER.

Butte, Inter Mountain, evening. Actual average circulation for 1903, **10,617** (*). Guarantees largest circulation in State of Montana. Soonest circulation for January, 1904, aver. **14,135**.

Helena, Record, evening. Record Publishing Co. Average for 1903, **10,091** (*). daily. Average for 1903, **8,754** (*). weekly.

NEBRASKA.

Lincoln, Daily Star. Actual average for 1903, **11,165** (*). January, 1904, **12,225**.

Lincoln, Deutsch-American Farmer, weekly endg. May, 1903, **1,800**. In 1903, **1,600** (59).

Lincoln, Freie Presse, weekly (50). Actual average for 1903, **159,400** (*).

Lincoln, Nebraska Teacher, monthly. Towne & Cranford, pub. Average for 1903, **5,810** (*).

Lincoln, Western Medical Review, mo. Av. yr. endg. May, 1903, **1,800**. In 1903, **1,600** (59).

Omaha, Den Danske Pioneer, w'y. Sophus F. Nels. Pub. Co. Average for 1903, **28,475** (59).

Omaha, News, daily. Aver. for 1903, **22,777** (54). First 5 mos. 1903, **20,000**.

NEW HAMPSHIRE.

Franklin Falls, Journal Transcript, weekly. Towne & Robie. In 1903, no issue less than **2,400**.

Manchester, News, daily. Herb. N. Davison. Average for 1903, **7,500** (59).

Leith & Stuart, N. Y. Rep., 10 Nassau St.

NEW JERSEY.

Ashbury Park, Press, d. J. L. Kinmonth, pub. Actual average 1903, **8,792** (*). In 1902, **8,556**.



A Roll of Honor—Continued.

Camden, Daily Courier. Est. 1876. Net average circulation for year end Oct., '03, 6,885 (*).

Camden, Post-Telegram. Actual daily average, 1903, 5,798 (*); scorn, Jan., '04, 5,859.

Elizabeth, Evening Times. Scorn over, 1902, 2,885 (616). 6 mos. 1903, 4,228.

Elmer, Times weekly. S. P. Foster. Average for 1903, 2,111 (*).

Hoboken, Observer, daily. Actual average 1903, 18,097 (619); Sept., 1903, 22,751.

Jersey City, Evening Journal, dy. Av. for 1903 19,012 (*). Last 3 months 1903, 26,659.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, 2,558,956 (*). Sy 16,291 (2).

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1903, 5,041 (623).

Red Bank, Register, weekly. Est. 1878. John H. Cook. Actual average 1903, 2,961 (*).

NEW YORK.

Albany, Journal, evening. Journal Co. Average for 1903, 16,621 (*); December, '03, 17,056.

Albany, Times-Union, every evening. Estab. 1856. Average for 1903, 25,294 (636).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1903, 11,515 (*).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1903, morning 48,812, evening 50,401 (641).

Buffalo, Evening News. Dy. av. 1902, 74,284 (641). Smith & Thompson, Rep. N. Y. & Chicago.

Catskill, Recorder, weekly. Harry Hall, editor. 1903 av. 8,408 (*). Av. last 3 mos., 8,484.

Cortland, Democrat, Friday. Est. 1840. Av. 1903, 2,848 (*). Only Dem. paper in county.

Elmira, Ev'g Star. Av. for 1902, 8,255 (651). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 120 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1903, 4,250 (*). Av. for Feb., 1904, 4,650. Leith & Stuart, N. Y. Rep., 120 Nassau St.

Le Roy, Gazette. Est. 1858. Av. '03, 2,854 (*). Large, w/ circ. Geese, Orleans & Niagara Cos.

Newburgh, News, dy. Av. for 1903, 4,187 (*). Guaranteed by affidavit or personal investigation.

New York City.

American Engineer, my. R. M. Van Arsdale, pub. Av. 1903, 2,875 (*). Av. for 1904, 4,600.

American Machinist, w/y, machine construc. (Also European ed.) Av. 1903, 18,561 (620).

Amerikanische Schweizer Zeitung, w/y. Swiss Pub. Co., 63 Trinity pl. Av. for 1903, 15,000 (671).

Army & Navy Journal. Est. 1863. Weekly aver. for 1903, 9,026 (*). Present circulation (March 6) 9,432. W. C. & F. P. Church, Pub.

Automobile Magazine, monthly. Automobile Press. Average for 1903, 2,750 (686).

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,450 (*). Average for last three months 1903, 4,700.

Benziger's Magazine, family monthly. Benziger Bros. Average for 1903, 28,479 (686).

Caterer, monthly. Caterer Pub Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,522 (687).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1903, 308,588 (687).

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1902, 26,844 (620).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1902, 721,909 (688). Act. av. circ' for 6 months ending June, 1903, 876,987.

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1903, 4,866 (*).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1903, 5,875 (689).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,212 (620).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 63,125 (*).

Engineering and Mining Journal, weekly. Est. 1866. Average 1903, 10,000 (620).

Forward, daily. Forward Association. Average for 1903, 51,709 (667).

Four-Track News, monthly. Actual av. paid for six months ending March, 1904, 63,500; April edition, 90,000; May edition, 100,000.

Haberdasher, mo. est. 1881. Actual average for 1903, 7,166 (*). Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware, semi-monthly. Average for 1902, 8,502 (683); average for 1903, 9,551.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000 (*). (620).

Junior Toilettes, fashion monthly. Max Jaeger, pub. Actual average 1903, 36,540 (*).

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months (1903), 915,684 (*). Present average circulation 255,278.

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1903, 28,222 (668).

Music Trade Review, music trade and art weekly. Aver. for 1903, 5,452 (677).

New Idea Woman's Magazine, fashions, m/y. New Idea Publishing Co. Established 1890. Actual av. circulation for six months ending Dec., 1903, 179,500.

New Thought Magazine, moved to New York City. Average ending January, 1903, 29,289 (633). Average ending December, 1903, 40,977. Scorn. The only medium for New Thought people.

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (620).

Pocket List of Railroad Officials, qly. Railr'd & Transp. Av. '02, 17,696 (702); av. '03, 17,992

Police Chronicle, weekly. Police Chronicle Co. Average for 1903, 4,914 (*).

Printers' Ink, weekly. A journal for advertisers. \$5.00 per year. Geo. P. Howell. Est. 1888. Average for 1903, 11,001 (*). First seven weeks 1904, actual average 12,000.

Railroad Gazette, railroad and engineering weekly. 53 Fulton street. Est. 1856. (620).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1903, 5,488 (687).

The Designer, fashions, monthly. Standard Fashion Co. Established 1894. Actual av. circulation for six months ending December, 1903, 255,528.

The Iron Age, weekly, established 1855 (620).

"For more than a generation the leading publication in the hardware, iron, machinery and metal trades."

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 20, 1901,

"by Printers' Ink, the Little

"Schoolmaster in the Art of

"Advertising, to The Iron Age,

"that paper, after a canvass

"of the most creditable and

"responsible ten months has

"been pronounced the one trade paper in the

"United States of America that, taken all in all,

"renders its constituency the best service and best

"serves its purpose as a medium for communica-

"tion with a specified class."

The Ladies' World, mo. household. Average net paid circulation, 1903, 450,155 (*).



A Roll of Honor—Continued.

The New York Times, daily. Adolph S. Ochs, publisher. 1905 A (O O) (660).

The World, Actual aver. for 1905. *Morn.*, 278,607 (*). *Evening*, 357,102 (*). *S'g*, 358,650 (*).

Toilettes, fashion, monthly. Max Jagerhuber, publisher. Actual average for 1905, 61,800 (*).

Wislshire's Magazine, Gaylord Wislshire, ed. 123 E. 23d St. Act. av. ending Sept. 1905, 46,000 (1088). Actual av. first eight mos., 1905, 100,625.

Wheechester, Case and Comment, mo. *Lane*, Av. for 1905, 50,000 (715); 4 years' average, 50,156.

Schenectady Gazette, daily. A. N. Licty, Average for 1905, 9,097 (718). Actual average for 1905, 11,625 (*).

Syracuse Evening Herald, daily. *Herald Co.*, pub. *Aver.* 1905, dy. 55,107 (*). *S'g* 35,496 (*).

Utica, National Electrical Contractor, mo. Average for 1905, 2,293 (733).

Utica, *Prem.* daily. Otto A. Meyer, publisher. Average for 1905, 16,618 (725).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1905, 8,462 (794).

Wellsville, *Reporter*. Only dy. and s.-wy. in Co. *Aver.* 1905, 1,142 (*); s.-wy., 2,958 (*).

Whitewall Chronicle, weekly. Inglee & Tefft, Average for 1905, 4,189 (786).

NORTH CAROLINA.

Charlotte Observer, North Carolina's foremost newspaper. *Act. dy. av.* 1905, 5,582 (*). *S'g*, 6,791 (*); semi-ann., 6,800 (*).

Raleigh, Biblical Recorder, weekly. Average 1905, 8,872 (*).

NORTH DAKOTA.

Grand Forks, Norman, weekly. *Av. for 1905, 5,451 (*).* *Guar.* 6,800 after March 5th, 1904.

Herald, dy. av. for Feb. 1904, 5,811. Will guarantee \$5,000 for North Dakota's BIGGEST DAILY. *La Côte & Maxwell*, N. Y. Rep.

Wahpeton Gazette, *Aver.* 1905, 1,564 (*). Largest circ. in Richland County. Home print.

OHIO.

Akron, *Beacon Journal*. *Aver.* 1905, 8,908 (*). *750*, N. Y., 523 Temple Court.

Ashtabula, *American Sanomat*, w'y. Aug. Edwards. Average for 1905, 8,558 (782).

Cincinnati Enquirer. Established 1842. Daily (O O), Sunday (O O) (761). *Beckwith*, New York.

Cincinnati Mixer and Server, monthly. Actual average for 1905, 18,680 (764). Actual average for 1905, 46,625 (*). Official organ of Hotel and Restaurant Employees Int. Alliance and Bartenders' Int. League of America. WATCH US GROW

Cincinnati Phonographic Magazine, mo. Phonog. Institute Co. *Av. for 1905, 10,107 (764).*

Cincinnati Trade Review, w'y. Highlands & Highland. *Av. for 1905, 2,554 (765).*

Cincinnati Times-Star, dy. Cincinnati Times-Star Pub. Co. *Act. aver. for 1905, 145,018 (761).* Actual average for 1905, 145,164 (*).

Cleveland, Current Anecdotes (Preachers' Mag.), mo. *Av. year ending Dec. 31, 1905, 15,750.*

Cleveland Plain Dealer, Est. 1841. Actual daily average 1905, 66,445 (*). *Sunday*, 60,750 (*). *February*, 1904, 72,287 daily; *Sunday*, 64,921.

Columbus, *Press*, daily, democratic. *Press Printing Co.* Actual av. for 1905, 24,989 (770).

Dayton, *News*, dy. *News Pub. Co.* Average for 1905, 16,407 (*). *February*, 1904, 17,887.

PRINTERS' INK.

Dayton, *Young Catholic Messenger*, semi-monthly. Geo. A. Pfleum, *Aver. for 1905, 51,125 (*).*

Lancaster, *Fairfield Co. Republican*. In August, '02, no issue less than 1,650 for 3 years (783).

Mansfield, *News*, daily-weekly. Average 1905, 4,151 (*). *N. Y. office*, 523 Temple Court.

Springfield, *Farm and Fireside*, agricultural, semi-monthly, est. 1877. Actual average for 1905, 311,220 (800). Actual average for first six months, 1905, 540,575.

Springfield, *Press Republic*. *Aver.* 1905, 9,288 (*); Feb., '04, 8,867. *N. Y. office*, 523 Temple Ct.

Springfield, *Woman's Home Companion*, household monthly, est. 1873. Actual av. for 1905, 362,866 (800). Actual average for first six months, 1905, 585,166.

Toledo, *Medical and Surgical Reporter*, mo. Actual average 1905, 10,088 (*).

OKLAHOMA.

Guthrie, *Oklahoma Farmer*, w'y. Actual average 1905, 28,020 (*).

Guthrie, *Oklahoma State Capital*, dy. and w'y. *Aver. for 1905, dy. 26,062 (*), w'y. 25,014 (*).* Year ending July 1, '05, dy. 19,868; w'y. 23,119.

OREGON.

Astoria, *Lannett*, C. C. C. Rosenberg, Finnish, weekly. Average 1902, 1,395 (830).

Portland, *Evening Telegram*, dy. (ex. Sun). *Sun* or *cir.* '05, 17,648 (*). In '05, 16,866 (824).

Portland, *Pacific Miner*, semi-mo. Av. year ending Sept., 1905, 8,308; first 5 mos., 4,512.

PENNSYLVANIA.

Bellefonte, *Centre Democrat*, w'y. Chas. R. Kurts, Pub. *Sun* or *cir.* 1905, 8,804 (*).

Chester, *Times*, evg dy. *Av. 1905, 8,187 (*).* S. Y. office, 220 B'way. F. R. Northrup, Mgr.

Cannelsville Courier, daily. *Aver. for 1905, 1,848 (*).* weekly for 1905, 8,090 (*). *daily January-February, 1904, 2,446.*

Erie, *Times*, daily. *Average for 1905, 11,208 (*).* Feb., 1904, 18,575. E. Katz, Sp. Ag., N. Y.

Harrisburg, *Telegraph*, dy. *Actual daily aver. for 1905, 10,556 (*); representatives R. J. Shannon, New York; Chas. A. Allen, Chicago.*

Philadelphia, *American Medicine*, w'y. Av. for 1905, 19,527 (865). *Av. March, 1905, 16,827.*

Philadelphia, *Camera*, monthly. Frank V. Chamber. Average for 1905, 6,742 (871).

Philadelphia, *Farm Journal*, monthly. Willmer Atkinson Company, publishers. Average for 1905, 5,44,676. *Printers' Ink* awarded the seventh Sugar Bond to *Farm Journal* with this inscription:

"Awarded June 22d, 1905, by
"Printers' Ink", 'The Little
"Schoolmaster' in the Art of
"Advertising, to the Farm
"Journal. After a canvassing
"of merits extending over a
"period of half a year, that paper, among all
"those published in the United States, has been
"pronounced the one which serves its purpose
"as an educational and counselor for the agricultural
"population, and as an effective and economical
"medium for communicating with them,
"through its advertising columns."

Philadelphia, *Press*, av. circ. over 100,000 daily. Net average for Feb., 1904, 131,061.

Philadelphia, *Public Ledger*, daily. Adolph S. Ochs, publisher. (O O) (865).

Philadelphia, *Reformed Church Messenger*, w'y. 1306 Arch st. Average for 1905, 8,555 (*).

A Roll of Honor—Continued.

The Philadelphia Bulletin's Circulation

The following statement shows the actual circulation of the "The Bulletin" for each day in the month of February, 1904:

1	165,675	16	170,376
2	164,574	17	186,643
3	167,534	18	190,366
4	166,334	19	183,927
5	167,534	20	183,725
6	170,117	21	183,725
7	170,117	22	170,669
8	Sunday	23	192,030
9	170,770	24	177,490
10	175,464	25	177,490
11	169,492	26	179,199
12	199,125	27	182,835
13	191,043	28	183,664
14	194,154	29	Sunday
15	194,783	30	183,104

Total for 28 days, 4,672,257 copies.

NET AVERAGE FOR FEBRUARY,

186,890 copies per day

THE BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

W. M. L. MCLEAN, Publisher.

Philadelphia, March 5, 1904.

THE BULLETIN goes daily into more Philadelphia homes than any other medium.

THE BULLETIN has by many thousands the largest local circulation of any Philadelphia newspaper.

Philadelphia, Sunday School Times, weekly. Average for 1903, 161,815 (869). Average to July 1, 1903, 108,057. Religious Press Assoc., Phila.

Pittsburg, Chronicle-Telegraph. Aver. 1902, 67,542 (875). *Sworn statement on application.*

Pittsburg, Gazette, d'y and Sun. Aver. d'y 1902, 60,329 (876). *Sworn statement on application.*

Pittsburg, Labor World, w'y. Aver. 1902, 18,058 (*). *Reaches best pd. class of workmen in U.S.*

Pittsburg, Times, daily. Wm. H. Self, pres. Average for 1903, 64,648 (*). Average first six months 1903, 64,871.

Seranton, Times, every evg. E. J. Lynott, Aver. for 1903, 21,604 (*). La Cote & Maxwell, N.Y.

Warren, Foremen, Vannen, Swedish, mo. Av. 1903, 1,541 (860). *Circulates Pa., N.Y. and O.*

Washington, Reporter, daily. John L. Stewart, gen. mgr. Average for 1902, 5,857 (889).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (890).

Williamsport, Grit. *America's Greatest Weekly.* Net paid average 1903, 181,868 (*). Smith & Thompson, Repub., New York and Chicago.

York, Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108 (*).

RHODE ISLAND.

Providence, Daily Journal, 16,485 (*) (OO), Sunday, 19,592 (*). *Evening Bulletin* 86,856 (*) av. 1903. Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,588 (*). *Only daily in So. Rhode Island*

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P. Browne. Aver. 1903, no issue less than 1,750 (*).

Charleston, Evening Post. Actual daily average for 1903, 2,849 (*).

Columbia, State, daily. State Co., publishers. Actual average for 1903, daily, 6,568 (*); semi-weekly, 2,015 (*); Sunday, 7,705 (*).

SOUTH DAKOTA.

Sioux Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1903, 5,819 (15). Actual daily aver. for 1903, 8,882 (*).

TENNESSEE.

Chattanooga, Southern Fruit Grower, mo. Actual average 1903, 17,855 (*). Rate, 10 cents per line. Average for January, 1904, 19,177.

Gallatin, Semi-weekly News. In 1903 no issue less than 1,350 (93). First 6 mos. 1903, 1,425.

Knoxville, Sentinel, daily. Average 1903, 9,691 (35). 6 mos. '03, 10,168. Feb., '04, 12,278. Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,261 (*).

Memphis, Commercial Appeal, daily. Sunday and weekly. Average 1903, daily 28,989 (Sunday) 28,080 (*), weekly 77,521 (*), (957). Dec., 1903, dy. 28,989. Sy. 41,470, sy. 51,561.

Memphis, Morning News. Actual daily average for 1903, 17,584 (35); Feb., 1904, av. 19,815.

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,078 (*). Av. for Feb., 1904, 21,257. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1903, 14,241 (99).

Nashville, Merchant and Manufacturer. Commercial; monthly. Average for nine months ending December, 1903, 5,111 (*).

Nashville, Progressive Teacher and Southw'n School Journal, mo. Av. for 1903, 8,400 (930).

TEXAS.

Dallas, Retail Merchant, mo. (formerly Retail Grocer and Butcher). Julian Capers, publisher. Average for 1903, 1,105 (*); March, 1904, 1,215.

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1903, 2,744 (945).

El Paso, Herald, daily. Average for 1903, 150 (946). J. P. Smart, Direct Representative, 150 Nassau St., New York. In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the HERALD rating, but it has recently been made apparent that the "Times" rating is fraudulent.—PRINTERS' INK, July 22, 1903.

La Porte, Chronicle, weekly. G. E. Kepple, publisher. Average for 1903, 1,239 (954).

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,827 (*).

Sherman, Democrat. Av. 1903, dy. 1,019 (*); w'y., 4,250 (*). *Liquor ads excluded. Strict clean business.* 24 years under same management.

UTAH.

Ogden, Standard. Wm. Glassman, pub. Av. for 1903, daily 4,025, semi-weekly 8,081 (970).

VERMONT.

Burl., Times, daily. F. E. Langley. Aver. 1903, 2,110 (*). *Last six months 1903, 2,586.*

Burlington, Free Press. Actual daily average 1903, 5,566 (*). Circulation examined by Ass'n of Amer. Ad. Only Vermont paper examined.

Burlington, News. Jos. Auld. Actual daily aver. 1903, 5,046 (*), aver. December 5, 5,886.

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,095 (965). Actual av. for 1903, 7,489 (*). Feb'y, 1904, act. aver. (exclusive of extras) 8,448.

A Roll of Honor—Continued.

Richmond. News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414 (*). The largest circulation between Washington and Atlanta.

WASHINGTON.

Spokane. Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,356 (999).

Tacoma. Daily News, dy. Av. '02, 12,659 (1000). Av. 9 mos. '03, 14,014. Saturday issue, 17,222.

Tacoma. Ledger. Dy. av. 1903, 12,717 (98). Sy. 15,615 (*); w'y. 8,912 (*). Aver. 2 mos. '04, Dy. 14,500; Sy. 17,500; w'y. 9,500. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. G. Hornor, pub. Average for 1903, 2,364 (1009).

Wheeling. News, d'y and S'y. News Pub. Co. Average for 1902, 8,036, dy 8,805 (1011).

WISCONSIN.

Madison. Amerika, weekly. Amerika Publishing Co. Average for 1903, 9,496 (1028).

Milwaukee. Badger, monthly. Badger Pub. Co. Aver. for year ending March, 55,833 (1039); since October, 60,000. Rate, 30c. a line.

Milwaukee. Evening Wisconsin, d'y. Evg. Wis. Consn. Co. Av. for 1903, 21,981 (*); December, 1903, 25,090; February, 1904, 25,758 (100).

Milwaukee. Journal, daily. Journal Co., pub. Av. end Feb., 1903, 33,564 (*). Feb., 1904, 31,742.

Oshkosh. Northwestern, daily. Average for 1903, 6,438 (*).

Racine. Journal, daily. Journal Printing Co. Average for 1903, 8,702 (*).

Racine. Wisconsin Agriculturist, weekly. Average for 1902, 27,518 (1039). For 1903, 38,181 (*). Adv. \$2.10 per inch.

Waukesha. Post, weekly. Post Publishing Co. Average for 1903, 2,538 (1044). All home print.

BRITISH COLUMBIA.

Vancouver. Province, daily. W. C. Nichol, publisher. Average for 1902, 5,987 (1051).

Victoria. Colonist, daily. Colonist P. & P. Co. Average for 1902, 6,574 (1051).

MANITOBA, CAN.

Winnipeg. Free Press, daily and weekly. Average for 1903, daily, 18,824 (*); weekly, 18,968 (*). Daily, February, 1904, 24,958.

Winnipeg. Der Nordwesten, German w'y. Av. for 1903, 9,565 (*), only mediu. in special field.

NOVA SCOTIA, CAN.

Halifax. Herald and Evening Mail, Av. 1902, 8,571. Av. 1903, 9,941 (*). Dec., 1903, 11,878.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875 (*).

Toronto. Star, daily. Average for 1903, 20,971 (*). February, 1904, 26,128.

QUEBEC, CAN.

Montreal. Herald, daily. Est. 1868. Actual average for 1903, 22,518 (*).

Montreal. La Presse. Treffle Berthiaume, publisher. Actual average 1902, daily 70,420. Average to Sept. 1st, 1903, 75,075 (1003).

Montreal. Star, dy. & w'y. Graham & Co. Av. for '03, dy. 55,079, w'y. 121,418 (1003). Shamos. end. May 31, '03, dy. av. 55,147, w'y. 122,157.

The Roll of Honor is now considered the most practical step in modern scientific advertising.

There is no waste in Roll of Honor advertising.



THE WANT-AD MEDIUMS OF THE COUNTRY.

W Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitableness to an advertiser.

W Publications entitled to be listed under this heading are charged 10 cents a line a week. Six words make a line.

ARKANSAS.

THE Arkansas GAZETTE, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average, 1903, 5,211 copies.

The GAZETTE carries more Want ads than all other Arkansas papers combined. Rates, 1c. a word. Minimum rate 2c.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 36,856 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver Post, Sunday edition, March 27, contained 3,239 Want ads, a total of 42 6-16 columns for the better medium of the Rocky Mountain region. The rate for Want advertising in the Post is five cents per line each insertion, seven words to the line.

DISTRICT OF COLUMBIA.

THE Washington, D. C., EVENING STAR (©) carries DOUBLE the number of WANT Ads of any other paper in Washington, and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

ILLINOIS.

THE Chicago DAILY NEWS is the city's "Want Ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 634,628 individual advertisements. Of these 305,556 were transmitted to the DAILY NEWS office by telephone. No free Want ads are published. The NEWS rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the Post Office Review.

INDIANA.

THE Indianapolis NEWS in 1903 printed 125,894 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 264,123 separate and distinct paid Want advertisements.

THE Star League newspapers, Indianapolis STAR, Muncie STAR and Terre Haute STAR, are the leading Sunday "want ad" mediums in the State of Indiana.

The combined circulation of these dailies is guaranteed to be over 130,000 daily. Classified rate, one cent a word per insertion in any one paper, or two cents per word for all three papers. All copy should be mailed to STAR LEAGUE, Classified Advertising Department, Indianapolis, Ind.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 2c.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—30 words 5 days, 2c. Copy mailed free.

MINNESOTA.

THE Minneapolis JOURNAL carries more Want ads than any other daily paper in the Northwest. In 1903 the JOURNAL Wants exceeded any other Minneapolis daily by 55 per cent.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 80,000 subscribers, which is more than 30,000 each daily over and above any other Minneapolis daily.

Its evening edition alone has a larger circulation in Minneapolis than any other evening paper. It publishes over 80 columns of Want advertisements each week at full price, no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of Wanted advertisements or the amount in volume.

MISSOURI.

THE Joplin GLOBE is the leading daily in the Missouri-Kansas Lead and Zinc Mining district. Circulation over 11,000. A page of Want ads. Send for sample copy.

THE Kansas City TIMES (morning), The Kansas CITY STAR (evening) carry all of Kansas City's "Wants." The Kansas City SUNDAY STAR prints over eight pages of paid Wants every Sunday. The reason—because everybody in Kansas City reads the TIMES and the STAR.

NEBRASKA.

THE Lincoln DAILY JOURNAL (morning), the DAILY NEWS (evening). Combined circulation, 25,347, guaranteed. Wants appear in both papers at one cent a word.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, \$1.00, 15 cents, cash. DAILY STAR, Lincoln, Neb.

NEW YORK.

THE TIMES, OF ALBANY, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

IN New York City the STAATS ZEITUNG (QQ) is the leading German daily, carrying the largest amount of Want advertisements. It reaches the great masses of intelligent Germans in and around the great American metropolis.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, ten cents a line per issue flat; six words to a line. Sample copies, ten cents.

THE EVENING MAIL of New York City. "Want Ads" in New York's leading evening newspaper are read by well-to-do people. It you are desirous of reaching classes and looking for sure results send for rates. "Agents Wanted," ten cents per line; other advertising correspondingly low.

OHIO.

THE Dayton, O., HERALD has the largest classified advertisements in Dayton. It's the home paper and gives results.

THE Toledo DAILY BLADE is the recognized "Want" medium of Northwestern Ohio. Excepting one Cincinnati publication, it publishes more "want" advertisements than any other newspaper in Ohio.

THE News' price for want advertising is twice that of any other paper in Dayton, and it carries 40 per cent more than its nearest competitor. During the year 1903 it gained 35 per cent over 1902, and carried 5,964 more wants than its nearest competitor.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

THE JOHNSTOWN DEMOCRAT carries five times as much classified advertising as any other paper. Five lines or less, 25c.

PHILADELPHIA -- THE EVENING BULLETIN. If you have not received the right returns from your Want advertising in Philadelphia, try the BULLETIN. BULLETIN Want Ads pay, because in Philadelphia Nearly Everybody reads the BULLETIN. The BULLETIN has by many thousands the largest city circulation of any Philadelphia newspaper, and goes daily into more Philadelphia homes than any other medium. The BULLETIN will not print in its classified columns advertisements that are misleading or of a doubtful nature, nor those that carry stamp or coin clauses; nor those that do not offer legitimate employment.

RHODE ISLAND.

A GLANCE at the "Want" page of the Providence, R. I., DAILY NEWS will convince any reader that it stands second to none in Providence as a "Want" ad medium. We make a specialty of this business. One cent a word first time, $\frac{1}{2}$ cent subsequent insertions.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (27,414 aver. 1 year) and the recognized want advertising medium in Virginia. Classified ads, one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

CANADA.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. It is the paper of the present and the future. Sworn daily average circulation, 30,125.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers in the Canadian Northwest combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE EVENING TELEGRAM, Toronto, Canada, carries more classified advertising than any other paper in Canada. It carries from three to seven pages daily. On Saturday, March 12th, it carried 22 classified pages. Advertising rates are reasonable and invariably its "pulling" power remarkable. Completely covers Toronto and suburbs, representing 279,500 white persons. Average for February, 31,322; all paid circulation

PRINTERS' INK has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitableness to an advertiser.

It is therefore of great interest to the readers of PRINTERS' INK, who constitute the present and prospective advertisers of the whole country, to have in its columns a department containing a regularly appearing list of Want Ad mediums. Advertisers and publishers of Want Ad mediums are materially benefited by this procedure, the former by getting valuable ready-to-use information, the latter by the patronage that would result through the information thus spread before the advertiser in the Little Schoolmaster's every issue.

This proposition has been favorably received by publishers of Want Ad mediums, as shown in the adjoining columns, which are here reprinted from the current issue of PRINTERS' INK.

An announcement in this department costs ten cents per line per week, six words averaging a line. Copy may be changed every week free of charge.

If your paper is one that can be justly termed a Want Ad Medium, a few lines of copy are solicited to make the Directory as complete as possible. Address all communications, order and copy to

CHAS. J. ZINGG,

BUSINESS MGR. PRINTERS' INK,
10 Spruce St., New York.

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

ADVERTISING RATES:

Classified advertisements, Advertising Agents and Want Ad Mediums, set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$20 a page.

Displayed advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position (if granted), 25 per cent additional.

For position (full page) first on first or last on last cover, double price.

For inside of cover pages or first advertisement on a right-hand page (full pages) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Publisher,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, APRIL 6, 1904.

"PRINTERS' INK" IN AGENCY WORK.

Between thirty and forty copies of PRINTERS' INK are taken weekly by the Ben B. Hampton Co., New York, at full subscription rates. These copies are used for two purposes—first, to promote new business among prospective advertisers, and second, to maintain the greatest degree of efficiency among the agency's employees. Jesse D. Hampton, vice-president of the company, is in charge of the department that looks after new business. He finds the Little Schoolmaster invaluable in convincing business men who have never advertised of the value of systematized publicity.

"When one of our solicitors calls on a manufacturer with the first advertising proposition that has ever been laid before him it is ten to one that the manufacturer will not believe anything he says. We expect this incredulity, and the purpose of our promotion department is to gradually win over the man who makes or sells something that can be profitably advertised. It would take a good many appeals particularly to the business

personal calls to accomplish this end. We put the prospective client on the list for PRINTERS' INK at the outset, not to save soliciting, but to save talk. PRINTERS' INK works on him in odd moments. It is attractive, covers a vast range of advertising methods and, what is more to the purpose in this sort of work, is based on sound business sense. The interviews, in particular, get deeper than advertising. They show the business methods that lie beneath copy, cuts, mediums and follow-up. Experienced business men recognize this depth, and the Little Schoolmaster gets their confidence. A great deal of superficial stuff is constantly being written about advertising by people who are not advertisers, much less business men. Such stuff carries no weight with the skeptical man, for he detects the lack of business experience in every line. PRINTERS' INK is different. It makes its way with the most skeptical. I have in mind a manufacturer uptown upon whom I called six months ago for the first time. He is an old-school business man, has made plenty of money without advertising, and can't see how it will help him now—or couldn't, at least, when I first called. My proposition made little impression on him, but we put him on the list for PRINTERS' INK. The third time I went to see him he had the current issue in his pocket and when we began to talk he cited instances from it and asked questions suggested by articles. Now he is on the point of closing a contract. We make a practice up here of giving our clients all the information they can absorb about advertising. We find that the more they know the better we get along. We like to have them listen to rival solicitors, for they always get ideas—and usually send for us to find out what we think of them. It's the same with the prospective client. To-day this country is full of undeveloped business. There's enough for everybody. Spreading information about advertising is the surest way to bring this business to maturity. PRINTERS' INK

man who is swinging large positions—manufacturing, banking, importing and so forth. It has meat for the old advertiser and for the man to whom advertising is altogether new. If we could get the Little Schoolmaster for a dollar a year, we'd distribute 200 copies. In the agency it plays a part almost as important. Every man in this office who is paid to think gets his copy of PRINTERS' INK each week, and is expected to read it. Every man whom we believe ought to think also gets his copy. Formerly we took three or four copies, and these were passed around, but a year ago we made arrangements to have everybody supplied. It pays."

WOLFF & WALKER, at 11 Warren street, New York, want to hear from advertisement writers, advertising novelty-makers and printers of advertising literature who can furnish ideas for increasing and holding the trade of a restaurant located in the downtown business district.

MR. A. W. PETERSON, general manager of the Minneapolis *Tribune*, writes the Little Schoolmaster that the average of the Sunday *Tribune* for the first three months of 1904 was sixty eight thousand six hundred and eighty-two. The daily average for the first quarter of 1904 was eighty-five thousand three hundred and ninety-four copies.

THE next, and last, Sphinx dinner of the season, April 13, will be a red letter event and the first German night, under the auspices of Mr. Herman Ridder, who will make a short address on the value of "German Publications as Advertising Mediums." Mr. Ridder has kindly offered to provide the musical programme, both vocal and instrumental, which will be of the highest order. In addition to numerous other attractions, the ladies will be invited, at Mr. Ridder's special request; also Baron von Sternberg, the German Ambassador; the Governor, the Mayor and other dignitaries and leading citizens.

A LIGHT-MINDED person, noticing the blank space in the account of the New York special agents in PRINTERS' INK of March 30, told the following irrelevant story:

A lady witness hesitated at the question put by the lawyer, "What did he say then?" "What he said then is not fit to be repeated to any decent person," responded the witness. "Please, then," said the lawyer to the witness, "step up and whisper it into the ear of the Judge."

No human being, not even a judge, will ever know what was lost when that two inches of letter press was lifted from the forms.

A FAKEY CHARACTER.

There is evidence that the fakey character of the PRINTERS' INK Roll of Honor is being realized. The New York daily newspapers have almost unanimously refused to go into it.

In order to make some kind of a showing it has been reduced to the necessity of admitting to the list one paper that is still printing a circulation statement which it put out in 1902 (and which presumably gives it a rating higher than a statement of the present facts would warrant) and one paper which refuses to make any statement at all, but is "accorded" the insignia of the "gold-dust twins."—*The Fourth Estate*.

Shortly after absorbing the paragraph printed above, the Little Schoolmaster, reading "Boswell's Journal of a Tour to the Hebrides," stumbled upon a passage so pat that he did not refrain from copying it. Had it not seemed to fit so "like the paper on the wall" it is not probable that the readers of PRINTERS' INK would ever have been regaled by a sight of either what precedes or what follows. Boswell's story and comment are here given:

Sir John having affected to complain of the attacks made upon his Memoirs, Dr. Johnson said, "Nay, sir, do not complain. It is advantageous to an author, that his book should be attacked as well as praised. Fame is a shuttlecock. If it be struck only at one end of the room, it will soon fall to the ground. To keep it up, it must be struck at both ends." Often have I reflected on this since, and instead of being angry at many of those who have written against me, have smiled to think that they were unintentionally subservient to my fame, by using a battledore to make me "virum volatere per ora."

This matter being overlooked by a friend of Mr. Artemas Ward, editor of *Fame*, to ascertain if he thought the statement "Fame is a shuttlecock" likely to be offensive he said "No. It may or may not be that 'Fame is a shuttlecock,' but of one thing there is no doubt at all: What the *Fourth Estate* says is Poppycock."

MR. STEPHEN B. SMITH has resigned as the Eastern representative of the Minneapolis *Tribune*, and is succeeded in that position by Mr. C. J. Billson, who formerly represented the Minneapolis *Journal*.

WHOEVER analyzes the circulation ratings in the American Newspaper Directory will note that in thinly populated regions ratings in Arabic figures are rare. This arises from the fact that the editions of papers so situated are necessarily small and publishers are unwilling to go on record admitting a condition that is unsatisfactory, although inevitable. In places of considerable importance where circulation ratings in Arabic figures are scarce and the "Z" and "Y" ratings predominate, it will be generally found, on investigation, that the publishers think, or assert that they think, the Directory unduly exacting about the form in which a circulation rating should be prepared to be acceptable. They seem to be of the opinion that the circulation of a paper may be stated correctly enough by figures that represented the issue upon a particular day when more copies happened to be printed than on any other day. The system adopted in this Directory, and in no other, of repeating the different ratings accorded to every paper from year to year, for the period of ten or a dozen years, reveals the fact that in a majority of instances the publisher who is timid about issuing a circulation statement that will avoid the "Z" attachment to his circulation rating in the book, rarely acquires sufficient courage to enable him to ever become more exact and definite; while those publishers whose straightforward circulation statements secure definite ratings in Arabic figures are, on examination, commonly found to carry the largest amount of local advertising patronage, a circumstance that shows they win confidence at home as well as abroad.

THE banquet given by the Journal Company on March 26 to its workers, in honor of the seventy-fourth anniversary of the Albany *Evening Journal*, was held in the New Kenmore, and was one of the happiest events in the history of the newspaper. Among the guests of honor present were the following: Mr. Stephen S. Vreeland, of the Vreeland-Benjamin Agency, the New York and Chicago representatives of the *Evening Journal*; Mr. Harold Davis, New York representative of the *Evening Journal*; Mr. William H. Kentnor, Chicago representative of the *Evening Journal*; Mr. G. Franklin Bailey, publisher of *Newspaperdom*, New York, and Mr. Farquhar, representing the German-American Coffee Co. There were about ninety persons at the tables and an excellent menu, served in the expert and expeditious manner for which the New Kenmore is famous, was enjoyed to the full. Prof. Gartland's orchestra furnished the musical environment for the occasion and added to the hilarity of the evening's programme. A pleasing feature was the banquet edition of the Albany *Evening Journal*, in which wit, wisdom, merry quip and philosophical advice were served in tabloid form, being the work of the business office and composing room in collaboration. A new photo of Thulow Weed, the founder of the paper, taken in 1830, was one of the illustrations on the cover of the banquet newspaper. The Journal Company, in addition to the banquet, sent 250 of its newsboys to Harmanus Bleeker Hall to witness the play there. The youngsters enjoyed themselves immensely.

Further Direct Testimony.

Mr. Fay C. Parsons, publisher of the Cortland, N. Y., *DEMOCRAT*, assures the Little Schoolmaster of having obtained results from his two-line ad in the Roll of Honor. The *DEMOCRAT* is a charter member of the Select County Weeklies—Weeklies Worth While.

AMONG the ad constructors who have found the classified columns of PRINTERS' INK eminently helpful in securing business are Voorhees & Company, 116 Nassau street, New York City. The firm has recently made a specialty of bank advertising. Speaking of conditions among bankers, H. Russell Voorhees said: "It was quite the thing two years ago to berate bank officials for their disregard of advertising. I think it would be wrong to take them to task to-day. If bankers were unapproachable on the subject of advertising then, they have since got new light. We have made special efforts to get financial advertising, and while the banks and trust companies are not aggressively anxious to hunt up capable advertising men, we find them extremely liberal in their views when approached, ready to listen to any worthy advertising proposition, and open to conviction. This new spirit can be traced largely to the articles on financial advertising that have appeared in PRINTERS' INK the past year, and also to the attention given advertising by certain banking journals. There are still many banks that do not advertise, but there are none that deny the efficacy of advertising. Another factor that has converted bankers is the success of the trust companies, most of which are aggressive advertisers. The national and savings banks have been driven into line in a good many cities. We find in calling on bankers that most of them know PRINTERS' INK, many are regular readers, and all have got some benefit from it. We have used the Little Schoolmaster's classified col-

umns a year now, running ads ranging from ten to thirty lines weekly, and we get an excellent class of replies. There may only be three or four a week, but they mean business. Our service for banks and trust companies is entirely individual—no syndicated advertising. We plan, write, print and place both newspaper advertising and literature for them. Bank advertising is a congenial specialty. We are able to show direct proof of results from the campaigns we now manage, an mean to increase our business in this line, advertising for clients in some of the banking journals."

MR. CYRUS CURTIS, of Philadelphia, tells the following story:

A certain monthly magazine published for many years in Philadelphia, where it made a fortune for its owner, and then removed to New York, where it was boomed for a while, was credited generally with a circulation of 100,000 copies. Its advertising rate was eighty cents a line, and it secured probably forty or fifty cents net for its space. Its owners offered it for sale to the writer—it's now dead—and admitted, privately of course, that its circulation was less than 10,000 copies. Its pages were fairly well filled by most of the leading advertisers.

Said a retired publisher recently, "Why, I used to get fifty cents a line for twenty thousand circulation." He claimed 75,000 copies weekly.

The sort of publications referred to are to be looked for among those having the "Z" or "Y" ratings in the American Newspaper Directory. Mr. Curtis truthfully asserts that:

There are certain periodicals kept alive by tradition. Their circulation figures are certainly traditions which have been handed down from a past generation. It would be better for the whole trade—advertiser and publisher alike—if the advertiser would insist on his rights—to know the truth about circulation before signing a contract.

**Address all correspondence,
payments, orders and copy for
advertisements in PRINTERS'
INK to the Business Manager
of PRINTERS' INK.**

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

When a new invention is placed upon the market, or advertising appears for a commodity not previously advertised, it is interesting to notice the manifestation of similarity between people and sheep.

Automobile advertising is comparatively new, but it is already in a rut, and there seem to be very few advertisers of this class of vehicle to whom it has occurred that it is possible to advertise a machine in a way that will be distinctive.

A halftone cut of the machine, either surrounded by an art nouveau border or being driven through a landscape of some kind, is the usual thing.

In one April magazine there are twenty automobile advertisements following each other, and their similarity is distressing.

This family likeness between automobile advertisements, clothing advertisements, shoe advertisements and so on down the line is very noticeable.

It is the man who makes the radical departure from the familiar type that gets the most attention.

Herewith is reproduced an advertisement of the Thomas Automobile. This incorporates a cut of the machine so small that even

lettering crowded in to fill up the chinks and running in all sorts of ways and leaning in all possible directions. The result speaks for itself, and the improvement of the advertisement marked No. 2 is obvious.



No. 2

In No. 2 the name of the automobile stands out. So does the lady—and there is still plenty of room for the picture of the machine and the necessary copy in clear, readable type.

In advertising any article the name is of importance. Notice the difference between the display of the name "Thomas" in these two cuts.

* * *

Few of the automobile advertisements in the current magazines are distinctive enough to distract attention from their neighbors. Some of them are beautifully drawn, and much money must have been spent upon the illustrations.

The Columbia and the Howard content themselves with pictures of the machine and type effects, and, really, there are so many embellishments and curlicues in the other advertisements that the plain type ads are more likely to attract attention and be read.

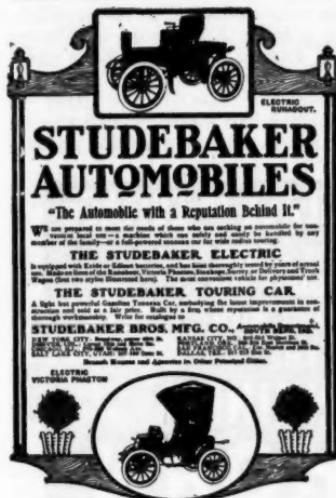
The Studebaker is another which gets out of the rut. This advertisement is reproduced here, and, while there is nothing remarkable about it, it is undoubtedly good, and its only fault lies in the display lines in the body of the type,



No. 1

in the half-page space this advertisement originally occupied its distinctive features are lost. The lady, if allowed to appear in day-light, would probably be attractive. There is also a large amount of

which diminish the effect of the headline, "Studebaker Automobiles."



The April advertisement for the Packard Motor Car has a well executed halftone of an automobile party in Egypt, with accessories in the shape of camels, palm trees, etc. It is notable for the reason that there are no Pyramids in the picture, this being the first time on record when an advertisement with an Egyptian illustration has omitted the Pyramids.

The Incomparable White is represented by a picture of an automobile plowing through a perfect sea of mud amid surroundings of the most damp, dismal, deserted and altogether dispiriting character. The White may be able to plow through a bunch of scenery like this, but if it does it without balking, it ought to be taken out behind the barn and shot. However, to those who have the automobile fever, this picture undoubtedly makes a strong point in a most impressive way.

The Peerless occupies a page, half of which is taken up by a really handsome young woman, and in the illustration accompanying the Franklin page there is one machine in motion and some others which have broken down are scat-

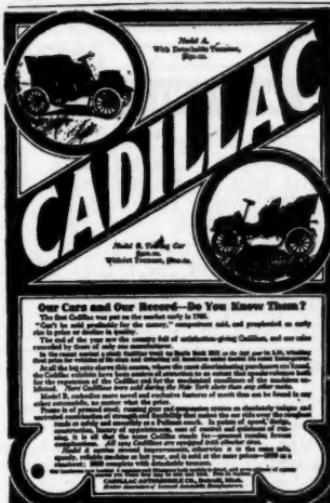
tered along in the background. Whether either or all of these are Franklin machines is not stated.

A half-page occupied by the Rambler is reproduced here. This is an attempt to show the Grand Canon of Arizona, which is a good deal like trying to print a map of



the United States on a postage stamp, and it is, therefore, a sad failure.

One of the simplest advertisements of the bunch is that of the Cadillac, also reproduced here. This ad certainly has the advantage of showing the name of the



machine up, although the two half-tones are necessarily so small that they are not very impressive. The large amount of automobile advertising which is now being done makes this class of publicity an important feature in our periodicals.

WEEKLY AD CONTEST.

SIXTH WEEK.

In response to the weekly ad contest sixty-one advertisements were received in time for report in this issue of PRINTERS' INK. The one here reproduced was deemed best of all submitted. It was sent in by Miss Ida Hogan, 243 Baltic

street, Brooklyn, N. Y., and it appeared in *Country Life* for April, 1904. A coupon was mailed to Miss Hogan as provided in the conditions which govern this contest, viz.: Any reader may send an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to be good advertise-

subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business. Patent medicine ads are barred. The sender must give his own name and date of the paper in which the ad had insertion.

RECIPES FOR MAKING GOOD GOODS.

There is money, big money sometimes, in secret recipes. That for the making of a particular kind of pill was disposed of recently at public auction in London for the good round sum of five thousand pounds. Nor does this by any means establish a record. The original recipe for the making of absinthe, first sold by its inventor, a French chemist named Ordinaire, for a few hundred francs, changed hands shortly afterwards for ten thousand pounds, a rich distiller paying that sum for it. Twice that sum, it is said, has been offered in vain for the secret of the ingredients and method of manufacture of a widely advertised

medical syrup. A Wiltshire firm of bacon-curers paid no less than ten thousand pounds for the Brandenburg method of curing hams; while a certain special chutney, or rather the method of mixing it, originally bought for a few rupees from a poor Hindu trader, changed hands a few months back for seven thousand five hundred pounds. The famous Worcester sauce is made according to a recipe hundreds of years old, which was bought "for a song" from the butler of a country family by the then head of the firm of Lea and Perrins, of Worcester. To-day, the little faded scrap of yellow paper, with its almost indecipherable hieroglyphics, is valued by its owners at many thousands of pounds sterling.—*Chambers' Journal*.

ABOUT THREE CITIES.

Because it is so difficult for an advertiser to judge of newspaper values at a distance, without direct information from a man on the spot, and because of the difficulty of securing information from a

local source that will be free from the danger of being colored by local interests and prejudices, PRINTERS' INK has for some time been engaged in perfecting a plan whereby this desirable sort of information may be spread before advertisers generally, inasmuch as all such are counted the Little Schoolmaster's pupils.

With the object in view that has been outlined above, Mr. W. F. Hamblin, of the Advertising Agency of Geo. P. Rowell & Co., recently made a personal visit to three easily accessible towns of moderate importance in the New England States and disposed of them as shown by the matter printed below, which illustrates the plan had in mind for covering the United States.

In this connection additional attention is asked to the advertisement printed below, which has appeared twice in the New York *Herald* and also among the want advertisements in PRINTERS' INK for March 30:

WANTED—A well-educated young man with some taste and training in the direction of newspaper reporting and advertising work, to travel over the principal railroad routes of the United States, advertising and report upon newspapers and advertising conditions as they appear. It is thought the work in view can be completed in about one year. Give references and state training, fitness and salary expected. Address PRINTERS' INK, P. O. Box 678, New York City.

SPRINGFIELD.

Upon arriving in Springfield, Mass., I inquired of a baggage man at the railroad station for direction to the office of the principal newspaper. He told me how to reach the office of the *Republican*. A

few words more led to the statement from him that the Springfield papers were no good, anyway; that he never saw them and read Boston papers only. It is possible that he is able to pick up enough Boston papers in the cars, so that he don't have to buy Springfield papers.

One of the track men employed by the Boston and Albany Railroad replied to the question as to what was the leading paper with the statement that if any one had time to read it, the *Republican* was all right, but he read the *News*, because the headlines were big enough to see, which is not the case with the *Republican*.

The car barns of the electrical street railway are at the end of Main street. Almost all day long groups of conductors and motor-men are lounging in front of the building waiting for their time for taking out cars. I inquired of such a group how I could reach the office of the principal newspaper, and, without realizing that they were being canvassed, every man in the crowd expressed an opinion about local papers. There were eleven men present. Five of the eleven said they read only the *Union*. Further inquiry showed that four of the five received free copies—probably for carrying papers or something of that sort. Four of the men said they read the *Republican* only, and the other two saw only the *News*.

Six newsdealers were called upon during the next hour, and five of the six said they sold more *Republicans* than any other Springfield paper. The other man sold *Unions* almost exclusively, and he was the biggest dealer of the lot. I found that the class of patrons he supplied were mostly mechanics, and that the delivery of papers from his store was mostly among local politicians. Further inquiry brought out the fact that the present Mayor and Board of Aldermen in Springfield were elected on what was known to be the ticket selected by the Springfield *Union*.

The largest department stores in Springfield are those of Forbes &

Wallace for the better grade of many more of them than any other trade and Smith & Murray for the paper that he thought the *Union* more popular goods. In both of the only paper in Springfield, these stores so much was said in A man who overheard the con-favor of the *Republican* and there versation told me he was employed was such an evident disposition to by the Taber-Prang Art Company avoid talking about the *Union* that and saw a lot of *Republicans* in the I made quite a point of coming at hands of employees of his com-the reason. It appears that the pany, and that most of the people trading-stamp craze has had quite he knew about read only one paper, a run in Springfield and has been and that was the *Republican*. vigorously opposed by the larger It was hard work to find either stores. Early last fall the Spring- a newsboy or a policeman in field *Republican* made a public an-Springfield. Very likely there is nouncement that no advertising no need of policemen there. I only would be carried containing any saw three newsboys during the reference to trading stamps. This three hours and a half I was in was undoubtedly done at the in- Springfield. They were all shout-ing instance of the two leading stores, ing "New York Journal" at the top who tried to have the same an-nouncement made by the *Union*. of their voices, and that was the only paper on sale in the street. The *Union* refused to bar trading- I dropped into one of the banks stamp advertising. This has re-sulted, in the past few months, in a reduction of space in the *Union* and asked the paying teller what by Forbes & Wallace and Smith & Murray, who run their full-sized advertisement in the *Republican* and cut it down materially for the *Union*.

The two leading clothing stores were visited. The larger one, which is said to be the largest in that part of Massachusetts, de-clared itself strongly for the *Union*. They said the *Union* not only has no foolish rules exclud-ing electrotypes, but it reaches more people who seem to have money to spend in Springfield than any other local paper. The other clothing store regarded the *Union* and the *Republican* as being equally valuable and necessary for local advertising.

In calling upon drug stores it was quite evident that Springfield druggists are not advertisers. Of the four I talked with only one had a really definite opinion as to the merits of the papers. He de-clared for the *Republican*.

A clerk in the leading jewelry store said that both the *Union* and the *Republican* brought good re-sults, but that the *Republican* was by far the best for the better grade of jewelry.

A machinist employed by one of the local automobile dealers said he read the *Union* and saw so

Springfield. Very likely there is no need of policemen there. I only saw three newsboys during the reference to trading stamps. This three hours and a half I was in Springfield. They were all shout-ing "New York Journal" at the top of their voices, and that was the only paper on sale in the street. I dropped into one of the banks and asked the paying teller what was the best paper for financial ad-ver-tising, and he said the *Repub-lican*, beyond question.

For a great many years I have believed there was only one hotel in Springfield—all the traveling men speak of the Cooley House—so I dropped in the Cooley House and asked a clerk and a barber about the newspapers. The clerk, as usual, was an extremely lofty as for himself he only read New York papers; that he hoped some reaches more people who seem to time to be able to get out of Springfield. The barber was evi-dently a French-Canadian. He read the *Union* and seemed very Springfield was at the Hotel Worthy. I went there and found

it as good as anything I know of in New York. One of the waiters and a porter and the clerk told me the *Union* is the best and most popular paper in Springfield.

The policeman I interviewed was an after thought. He was the last man I spoke to in Springfield. He grinned when I asked him which

was the paper, and said the *Union* advertising manager, came in and was the only paper likely to be read talked very interestingly about his by a man who made his living on a paper. Among other things, Mr. political job.

I called at the office of the *Springfield Union*, and was courteously received by Mr. J. D. Plummer. Mr. Plummer is a very aggressive type of a newspaper man. His position is that of manager. His associate in the business is Mr. A. P. Langtry, who is known as the publisher of the *Union*. It is said locally that Mr. Langtry plans and Mr. Plummer executes. Manager Plummer says 25,000 copies is a conservative estimate of the circulation of the *Union*. He says it is an all-day paper, publishing two editions in the morning and two in the afternoon. This does not mean that the matter is lifted from the forms of one paper into that of the other, for the news is rewritten where it is re-used. No advertising is sold for either the evening or morning edition separately; consequently the advertising rate seems somewhat high for an advertiser who is accustomed to other papers in cities of the same size. Mr. Plummer said the *Union* has not allowed the examination of the Advertisers' Association, but will admit any one to its pressroom at any time without previous notice. I inquired if a local advertiser would be allowed to make any kind of an investigation of the *Union's* circulation that he might desire, and was assured that he would be granted every facility without question. It occurred to me that a very simple examination could be made without disclosing any of the confidential arrangements of the office by having the company from whom they buy white paper make a statement, covering several months, of the total amount of paper purchased by the *Union*. I asked Mr. Plummer if he would get me such a statement as that, and he said he would.

I was unfortunate enough to find Mr. Bowles was out when I called at the office of the *Republican*. I was received, however, by Mr. John Shaw, one of the advertising staff. Mr. E. M. Wilkins,

made a boast of the home character of the *Republican*. He said the *Republican* is the kind of a paper a man or a woman sits down to read and reads carefully. I quite agreed with Mr. Wilkins, because the absence of headlines in the *Republican* is its chief characteristic, and one would not only have to sit down to read it, but they would have to hold it quite close. One of the most noticeable things about the *Republican* is the large amount of suburban and nearby town news, small personal items that seem to be very much sought after. The general appearance of the paper is excellent, but the make-up seems peculiar to one accustomed to a more metropolitan style.

A call at the office of the *News* did not bring out information of much value. The young man in charge of the office seemed to be in some doubt as to what kind of a paper the *News* was, and when he was asked how many papers were printed said he guessed it was somewhere near 8,000. He may not have realized it, but he admitted a few moments later that he knew it was over six, anyway.

I thought there were decided indications of an understanding between the advertising departments of the *Republican* and the *News*, whereby each recommends the other and throws down the *Union*. The *Union* refers to its competitors as being fair and says their relations with the other papers are very pleasant.

Of thirty-eight persons interviewed sixteen expressed themselves unequivocally in favor of the *Republican* as the leading paper, two believe the *News* the best paper, while twenty read the *Union* more than any other paper in Springfield, but qualify their approval by saying, in almost every case, that the *Republican* is the oldest and highest grade paper.

The conclusion arrived at was that practically all the best people in Springfield read the *Republican*, that taking the morning and even-

ing issues together perhaps even with whom I talked who read the more people in numbers read the *Telegram*, *Union*, and that the *News* has a sufficient foothold to afford it a fair prospect of continuing to exist.

WORCESTER.

In Worcester, Mass., the harmony in newspaper circles is almost oppressive. The four publishers have an association and there are four offices, so they are all happy.

An investigation in Worcester for the purpose of discovering which is the leading paper would be a waste of labor—nobody questions it, it is the *Telegram*. It is a much more difficult matter to select the second paper in the field; the *Gazette* and the *Post* both claim the honor. The *Post* says between ten and twelve thousand circulation, while the *Gazette* claim is a little more moderate and stands at 8,000. Both are evening papers. The *Post* sells at \$3 a year and the *Gazette* at \$6.

Politics is a great factor in Worcester newspapers, and it is generally understood that Mr. Cristy, publisher of the *Telegram*, is the man behind the Mayor. There is a very close connection between Publisher Cristy and Publisher Booth of the *Gazette*. Both are very shrewd men and, working together, are able, or at least, give that impression, to control the city government.

It is hardly worth while to say much about the *Spy* except that it was established in 1770.

When I went out on the street in Worcester to talk to the people who make the circulation of local newspapers, I found that almost everybody wanted to give the impression that they read the *Telegram*, even when more direct inquiry brought out the fact that they only saw an occasional copy.

The street car conductor, with whom I rode up town, said the *Gazette* was good enough for him. Three others later expressed themselves of a similar opinion, leaving only one out of five street car men

One big newsdealer and five little ones were interviewed. The big one spoke of the great gains made by the *Gazette* during the past four or five years. That means practically during Mr. George Booth's administration. Three of the others said they had boys sell papers on the street and more *Posts* were disposed of than any other. This is in competition with the *Gazette* only, as the *Telegram* and *Spy* are morning papers and appear to have comparatively small street sales. The two remaining newsdealers handle *Telegrams* in the morning and sell New York and Boston papers in the afternoon.

The big store of Worcester is the Denholm & McKay Co. A man connected with their advertising department said they use all the Worcester papers and considered the *Telegram* the best advertising medium on account of its very large circulation. He said that the *Telegram* probably sold sixteen or eighteen thousand papers every morning in Worcester and seven or eight thousand in the surrounding towns. He said the *Post* is a very good medium for certain classes of goods, but that the *Gazette* undoubtedly gave the best results for better goods.

At the store of Barnard, Sumner & Putnam Co. the advertising manager could not be found, although it is to be presumed they have an advertising manager. A floor walker said that the best advertisements of the firm are in the *Gazette*, but they regard the *Telegram* as the leading paper. The *Post* was spoken of as being all right for cheap goods. Barnard, Sumner & Putnam Co. seemed to do a business more marked by quality than quantity.

At the clothing store of the Ware-Pratt Co. one of the clerks said the firm uses space liberally in the *Gazette* and the results seemed to be very satisfactory. The position of the advertising in the *Gazette* is on the first page and occupies eight or ten inches double column. He added, "Of course,

you know the *Telegram* is the leading paper." Three other clothing last paper was always delivered stores were divided, two for the before six o'clock. *Telegram* and one for the *Post*.

Nine druggists stated that they did not advertise, although their names frequently appeared at the bottom of patent medicine advertisements. Five said they read the *Telegram*, two the *Gazette* and one each the *Post* and *Spy*.

Two jewelers said they read the *Telegram* and *Gazette* and one or more Boston papers.

I saw twelve newsboys during the afternoon before the evening papers were out and they were trying, apparently in vain, to sell the first number of the Hearst Boston *American*. It apparently attracted very little attention in Worcester.

Two banks said the *Gazette* was the best financial advertising medium in the city. One of them said the *Gazette* deposited with them.

Two hotels and a restaurant had all the papers on file. The cashier of the restaurant said the *Telegram* in the morning and the *Gazette* in the evening were most in demand by their patrons. In the hotels it was hard to learn anything about any one paper. At the Bay State House I was told that the meetings of the Publishers' Association were always held in a room furnished without charge by the proprietor.

Two policemen stated that they believed the *Gazette* was the best paper in Worcester. Two others never read the *Gazette*, as they only saw the *Telegram* and *Post*.

After the evening papers were on the street, I bought the paper recommended by each of the five boys as the best Worcester paper and they were all *Gazettes*. This could hardly be considered as evidence, however, as the *Gazette* is a 2-cent paper and the *Post* sells for 1 cent and the boys were making a larger margin of profit by selling the *Gazette*. I asked each boy what paper he sold the most of. Three of them said *Telegram* in the morning, one of them said *Gazette*, the other one sold more Boston *Globes* than any other and had a route of his own, which he

was able to cover quite early. The last paper was always delivered before six o'clock.

A summing up of the inquiries made in Worcester would indicate that while the *Telegram* is far and away the leader, the *Gazette* probably occupies second place, although it is very closely contested by the *Post*. As a newspaper the *Gazette* seems to be preferred by the more conservative element and would probably give better results for high grade advertising than the *Post*.

Before going to Worcester my attention had been called to the size and importance of a French daily paper published there. I made inquiries at newsstands for this paper, but was told it was not on sale and that most of its circulation was direct to the homes of French subscribers. A Worcester grocer, referring to the matter, said the French-Canadian population in New England cities is very shifty. They live a short time in a town and through loss of employment, or contraction of bills or some other reason, move to another city. He said it would be hard for newspapers or grocers to keep track of them. In spite of this there can be no doubt that *L'Opinion Publique* is one of the best read papers in a foreign language printed in the United States.

MERIDEN.

Meriden, Conn., has two papers, the *Morning Record* and the *Evening Journal*. There is an agreement between the two papers to bar advertising of merchants in nearby cities competing with Meriden stores for Meriden trade. This is directed more particularly at Hartford and New Haven.

The *Morning Record* is a particularly good-looking paper, making quite a point of personal and society items. It is well printed and makes a claim of between seven and eight thousand circulation daily.

The *Evening Journal* does not look quite as well as the *Record* typographically, but is a better paper than is usually found in a city

of 25,000 people. The manager, Mr. Sands, said that their circulation is between seven and eight thousand, but that it does not make detailed statements. It seemed as though the reason Mr. Sands did not make a statement was that he felt more independent if he could be different from other publishers of good papers. To the American Newspaper Directory, however, he does make a statement showing an average issue in 1903 of 7,404 copies, which is exactly 178 copies less than the *Record* claims. Previous to 1903 the Directory editor had never succeeded in getting a definite circulation statement from the *Journal*.

It would appear that an advertiser could not satisfactorily cover Meriden without using both papers. If, however, he was obliged to confine his appropriation to one paper only, the general opinion of Meriden people would indicate that the *Record* would give him best returns.

A N. Y., N. H. & H. brakeman, who lives in Meriden, says he reads the *Record* because he likes it better than the other local paper and also because he has more leisure in the morning than in the afternoon.

Two street car employees spoke very highly of the *Journal*, but denied that they received it free because of carrying papers on their cars.

One newsdealer said the *Record* was called for twice to the *Journal's* once in his store. Another newsdealer said he sold a number of *Journals* in the store at night, but delivered almost as many again *Records* in the morning.

An employee of the International Silver Co. said he subscribed for both the *Record* and *Journal*, but that his wife insisted on the *Record* being left at home in the morning, so he bought another one on his way to work.

The principal dry goods store in Meriden said it was necessary to advertise in both papers, but the man who did the talking said his personal choice was for the *Record*.

A city employee, who was clea-

ing the cross walk, told me the principal paper of Meriden was the *Journal*, and two policemen said the same thing a little later.

Five small retail stores were divided in their opinion of the merits of the papers, three being in favor of the *Record* and two of the *Journal*.

A young lady in a millinery store said the *Record* devotes more attention to personal items than the *Journal* and that more women consequently read it. This opinion was confirmed by another girl in the same store.

A grocer whose business seemed to be particularly thriving, said that he saw more *Journals* than *Records*.

Considering the size of the town, there were too many newsboys on the street. They all carried New York *Journals* and, as it was after four o'clock, the only local paper they had was the Meriden *Journal*. I talked to eight or ten of them and found that very few of that number sold morning papers. I spoke of this circumstance to Mr. E. E. Smith, manager of the *Morning Record*, and he said that his paper was distinctly a home paper and the bulk of its circulation was direct deliveries.

Mr. Sands, of the *Journal*, is responsible for the statement that a certain newsdealer in Meriden says fifteen hundred New York *Journals* are put on sale in Meriden every night and that eleven hundred of them go back as returns. This seemed so wildly extravagant that I asked if the news dealer who made the statement handled New York *Journals* himself and was told that he did not.

A summing up of the situation would bring out the apparent fact that Meriden people do not buy either Hartford or New Haven papers for their general news; they buy the *Record* or the *Journal* for local and New York papers, *Sun*, *Journal*, *World*, *Times*, etc., in about the same proportion as in New York City itself.

THE devil is generally purty hard to put away from you, but he ain't no harder to get rid of than goods that are not advertised.

MONEY BACK DOESN'T GO.

CLEVELAND, O., March 28, 1904.

Editor of PRINTERS' INK:

You say that because the *Tribune* is not entered with the Post Office Department as second class matter it is not entitled to a place in your Roll of Honor.

We made a contract with you for the publication of the *Tribune* in said Roll of Honor, complying with all the requisites which you laid down.

There is but a single qualification to entitle any paper to a place on the Roll of Honor. That is that it have the requisite proved circulation and that the amount of money be paid to you which you demand. There is no qualification in regard to the nature of the publication or the method of circulation.

We have on our part complied to the letter with "the requisite qualification." We have made the circulation statement asked for and have paid our money in advance. You have accepted both and have entered upon the performance of the contract. We have acted in good faith in all this and expect you to carry out your contract. Your check by which you undertake to return the money we paid you is subject to your order.

The *Tribune* has never been admitted to second class privileges in the mails, as it has never asked for such admission. It could be so admitted on application, as it complies with all requisites, which has not always been admitted of such publications as PRINTERS' INK. We have absolutely no "free list" and are not conducting a fake publication at the expense of the government.

So far as the *Tribune* being "indecent and vile," we would refer you to any issue of the paper which contains the advertisements of the leading, best and most reputable business houses of the city, who find it profitable as an advertising medium, as they get satisfactory returns for their money. The matter published by the *Tribune* does not differ from that contained in the *American* or *World* of New York, as you can verify by referring to the paper itself. Our paper is sold by every newsdealer in the city and in adjoining towns and has the endorsement of good people and ministers, as it is the only paper in the city which treats rich and poor alike and is fearless in exposing wrongdoing, no matter who the offender may be.

We demand and expect that you will carry out the contract on which you have entered, and we give you formal notice that we will hold you responsible for any damage you may do us by giving heed and acting upon the accusations of jealous rivals.

It appears to us a very peculiar way of doing business to jump at conclusions as you have done in this matter. You could have obtained all the information you needed had you communicated with us. Why did you not do this?

Yours respectfully,

THE CLEVELAND TRIBUNE.

F. W. SWETMAN.

NOTES.

ROYAL Soda Biscuits, a new product of the American Biscuit Co., San Francisco, are announced to the trade in a fetching folder.

In "A Tale of Triumph," a booklet published by the Geo. N. Pierce Co., Buffalo, is told the story of the endurance automobile run from New York to Pittsburg last fall, with an account in particular of how the Pierce machines came through this severe test. The account, written by Victor Speer, is as good reading as a magazine story.

There are 56,101 Methodist churches in the United States, and more than twenty per cent of all religious communicants are of this faith. In a strong folder from the combination of religious publications known as "The Methodists," New York and Chicago, the advertising manager, A. E. Dunn, tells how this field may be covered by the official publications of the Methodist Church.

Classified Advertisements.

Advertisements under this head two lines or more without display, 50 cents a line. Must be handed in one week in advance.

WANTS.

WANTED to trade adv. space in So. Car. weekly of 1,250 circ'n (eovern and guaranteed), for typewriter. ADVOCATE, Batesburg, S. C.

SALESMEN, sell my match safe as an advertising novelty. Good commission. Sample on request. W. W. KYLE, Pulaski, Pa.

ADVERTISERS, ATTENTION—Position wanted by young man (20); agency experience 16 years. Address "G. G." P. O. Box 222, N. Y.

MORE than 225,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

ADVERTISING DESIGNER desires position. Original, common sense ideas. Practical proofreader. References. F. A. SHUTTELF, New Bedford, Mass.

WANTED—A good, salable mail-order article. What have you to offer? No trash or worked-out article wanted. A. M. MCNEIL, 1238 Bergen St., Brooklyn, N. Y.

AMBITION young pressman wishes position on Cox Duplex Press. Columbia model preferred. References. Address "H. D. H." Gen. Del., Davenport, Ia.

FERNALD'S NEWSPAPERMAN'S EXCHANGE, established 1898, represents competent workers in all departments. Send for booklet. 388 Main St., Springfield, Mass.

ADVERTISING SOLICITORS wanted Active, bright, business getters. Good commission. Old, reliable drug paper. Address RETAIL DRUGGIST, Detroit, Mich.

WANTED—Position as Editor, Translator or Proofreader. All languages. Many years' experience. Best references. W. THIESE, 1714 Webster Avenue, New York City, Bronx.

WANTED—An experienced newspaper man who knows how to get business desires to represent a standard publication in Chicago and the West. Address "CHICAGO," care P. I.

NEWSPAPER MAN, practical printer, 15 years in news, editorial and business departments, wants position as managing editor; good weekly or small city daily. Address "W.," care of Printers' Ink.

MANUFACTURERS, Publishers and Inventors—Kindly send samples or circulars of goods of merit, with quantity prices, to a good field. CROSS & CO., Box 375, South Hampton, N. Y., Dept. B.

PRINTERS' INK.

PRESS WANTED by daily to handle fifteen to twenty thousand circulation. Will consider second-hand proposition on standard make in A1 condition. Address "C.C.C." care this paper.

WANTED—A case of bad health that RIPANS TABULES will not benefit. A hundred millions of the Tabules have been sold in a single year, and a package containing ten can be bought at any drug store for five cents.

THE attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

A SPECIAL REPRESENTATIVE wishes additional papers to represent in New York and the East—a hustler who gets the business. Address

"B. E. A." care of Printers' Ink.

ADVERTISING SOLICITOR, age 28, desires to represent Western paper in New York and vicinity. Part time only. Commission basis. Address

"G. G." care of Printers' Ink, New York.

WANTED—A practical printer, one who has some experience in the business office, to take charge of a small office doing a high grade of printing. References required. This is a good chance for a good man. "MANAGER," care Printers' Ink.

SEASONED man of ideas and resourceful worker wishes to demonstrate capacity for advertising department on medium of known circulation. Proposition must stand critical analysis—be substance, not shadow. "CONSTRUCTIVE," Box 306, Springfield, Mass.

PROPRIETARY MEDICINE BOOKLETS, for general distribution, written and designed, also cartoons, advertisements, etc., by a thoroughly endorsed expert. Twenty years' successful experience. High-grade work, which will produce results, for fair remuneration. T. E. HANBURY, Atlanta, Ga.

Position with printing or publishing house by man of executive ability. Thorough knowledge manufacturing details high-grade pamphlets, etc., from lay-out to bindery. Can manage office and handle heavy correspondence, Country or city. Highest credentials. "E. R. M." 69 Jefferson Ave., Jersey City, N. J.

PHILADELPHIA REPRESENTATIVE—Young married man, with substantial office (in high-class office building), experienced in manufacturing business as well as advertising experience, desires to represent a reliable concern. Reference furnished. Large business acquaintance. Address "PHILA. REP." care of Printers' Ink.

PARTNER WANTED—Sell third interest well-established newspaper 50 miles Phila. Entire plant new. Owner not a print, needs partner take charge composing room. Not question of price as much as kind of man and ability as printer. If can put up \$500 cash, giving secured note \$2,000 additional, investigate this. Address "PARTNER," care Printers' Ink.

WANTED, by a Chicago advertising agency, an assistant manager. Must be an accountant and a good inside man; well posted in rates and discounts—in fact, an all-round, competent advertising agency man. This is an exceptional opportunity for the right man. Address in confidence, stating ag', experience, qualifications and salary to start. "F. A. A." care of P. I.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an adwriter than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite B, 239 Land Title Bldg.,
Philadelphia.

PRINTERS' INK.

SITUATION WANTED—Have had advertising editorial and some managing experience on trade paper; 28 years old. Will change in about a month. Good character. References if wanted. Address

WALDEN, care of Printers' Ink.

WANTED the exclusive rights for Australia and New Zealand for novel and up-to-date articles, suitable for mail-order business. We are represented in each large city by capable men and have special facilities for advertising and distribution. Give to us your proposition and along samples and full particulars. Only exclusive rights for Australia and New Zealand entertained.

Address CAPILLA PROPRIETARY, LTD., 164 Pitt Street, Sydney, N. S. W., Australia.

ARE YOU SATISFIED with your present position or salary? If not, write to our office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

HAPGOODS (INC.),
Suite 511, 309 Broadway, New York.
Suite 815, Pennsylvania Bldg., Phila.
Suite 629, Monadnock Bldg., Chicago.
Suite 1356, Williamson Bldg., Cleveland.
Pioneer Bldg., Seattle.

ALL THE ADVERTISING BOOKS submitted

"on approval" to Bank or Commercial Reference inquirers.

TWENTY Practical Books.

All the Good Ones.

State business or line of advertising.

WILSON PUB. CO., ASHTABULA, O., U. S. A.

EXCLUSIVE AD BOOK PUB. & DEALERS.

ADVERTISEMENTS WANTED.

HARDWARE DEALERS' MAGAZINE, Circulation 17,000, 263 Broadway, New York.

CIRCULAR MAILING.

CIRCULARS MAILED, 25 cents a hundred, \$2.50 per 1,000. STANLEY, 346 4th Ave., New York. Mail received forwarded.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quietest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

CARBON PAPER.

NON-SMUTTING, non-blurring carbon paper; samples free. WHITFIELD'S CARBON PAPER WORKS, 123 Liberty St., New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 230 B'way, N. Y.

ENGRAVING.

SANDERS ENGRAVING CO., St. Louis, Mo. Electrotypers and Photo-engravers. DESIGNS FOR ADVERTISERS AND PUBLISHERS.

RUBBER STAMPS.

FORTY CENTS pays for a rubber stamp facsimile of your signature. Any stamp under 3 inches, 10 cents a line. All work guaranteed. Ask for catalogue. A. EMBREE PRINTING CO., Belton, Tex.

BULLETIN BOARDS.

BALL BROS., 115 Dearborn St., Chicago, Ill. Builders and Painters of Railroad Bulletin Ad. Signs; also bulletin, barn and fence spaces for rent on all railroads entering Chicago.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000, 233 Broadway, New York.

INSTRUCTION BY MAIL.

HUMAN NATURE TAUGHT thoroughly by mail or no pay. Mention P. I. and get samples from Lessons free. **SCHOOL OF HUMAN NATURE**, Athens, Georgia.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the Ledgerette in job printing department. Every sale establishes permanent customer for printed statements. **W. R. ADAMS & CO.**, Detroit, Mich.

COIN CARDS.

50¢ PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich. **1,000 COIN CARDS**, printed to order, 25¢; 10,000, \$1.75 per thousand. **ACME COIN MAILER CO.**, Ft. Madison, Iowa.

CIRCULAR MAILING.

BIG MONEY mailing our circulars. Particulars for stamp. **BRIST INDEX CO.**, Augusta, Ga.

CIRCULARS MAILED, 25 cents a hundred, 25¢ per 1,000. **STANLEY**, 346 4th Ave., New York. Mail received forwarded.

NEWSPAPER BROKER.

BUYERS and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you? **B. J. KINGSTON**, Michigan Newspaper Broker, Jackson, Mich.

INDEX CARDS.

EVERY modern business nowadays uses the Card Index system. We are manufacturers and retailers of Index Cards, Guides, etc. Write for sample sets and prices.

STANDARD INDEX CARD CO., 702 Arch St., Philadelphia, Pa.

TYPEWRITTEN LETTERS.

IMITATION typewritten letters which are perfect imitations; samples free. **SWITZ PRINT-ING CO.**, 314 Broadway, Toledo, Ohio.

ORIGINAL letters individually typewritten. Send specimens and I will quote low price. **MARY MITCHELL**, 342 Townsend St., New Brunswick, N. J.

MANUFACTURERS' AGENTS.

I COMMAND the services of a number of salesmen familiar with the Northwest and experienced in various lines, who can sell anything salable to the trade or consumer. Best of references given and required. Address **JOHN BOEHRE**, 1107 Hawthorne Ave., Minneapolis, Minn.

PRINTERS.

BOOKLETS, Almanacs and Catalogues. Million 16-page for \$1 per 1,000 complete. Other sizes in proportion. Write

STEWART PRESS, Chicago.

DOXINE, a non-inflammable substitute for lye and benzine. Will not rust metal or hurt the hands. Retemper and rust the suction of rollers. For sale by the trade. Made by the **DOXO MANUFACT' CO.**, Clinton, Ia.

PROPRIETARY REMEDIES.

THE BLUE GLASS INHALER. A new thing. For all those things for which an inhaler is good, this is the best that ever was. It is a germ destroyer and nose opener, a remedy for colds, tonsillitis, bronchitis, asthma, rheumatism, fever, and every disease of the throat, nose or atmosphere. Better than a gargle for sore throat. Sold for 50 cents. Sent by mail by the manufacturers on receipt of price. Address **THE RIPANS CHEMICAL COMPANY**, No. 10 Spruce St., New York.

FOREIGN MONEY.

SEND for latest quotations on foreign monies and mutilated American silver. Highest prices paid. Prompt remittances.

Postage stamps bought and sold at a discount.

CLARKE BROTHERS,
Bankers, 125 Nassau St.,
New York. Established 1840.

PRINTING SPECIALTY.

SPECIAL ANNOUNCEMENTS—The Italia line is new and attractive. If you want samples ask **HAL MARCHBANKS' PRINT SHOP**, on the Tow Path at Lockport, New York.

HAL MARCHBANKS' PRINT SHOP, on the Tow Path at Lockport, New York, has a particularly good style in printing mailing cards, folders, circulars and those things. Mail orders are solicited.

HALFTONES.

PERFECT copper half-tones, 1-col., \$1; larger 10¢ per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

WE would like to estimate on your half tones either for the newspaper or other work. **STANDARD ENGRAVING CO.**, 61 Ann St., New York.

NEWSPAPER HALFTONES.

2x3, 75¢; 3x4, \$1; 4x6, \$1.50.

Delivered when cash accompanies the order.

Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline tins. We also furnish tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY.

161 Water Street, New York.

The largest maker of Tin Boxes outside of the Trust.

BUSINESS OPPORTUNITIES.

WANTED, by an established book publisher, a business manager with some capital. "MERIT," care E. P. Harris, 253 Broadway, New York.

PUBLICITY promoters will find our newly patented outdoor advertising device a big money earner. Particulars on application. **COMMERCIAL DEVELOPMENT COMPANY**, 915-918 N. 30th Street, Phila.

THE MAIL-ORDER WAY

THE ONLY WAY

TO MAKE MONEY. It is an inviting, legitimate and congenial business. Subscribe to the Mail-Order Journal. In six years it has put hundreds next to making money. Three months' trial, fifteen cents.

LOUIS GUENTHER,
Room O, Schiller Building,,
Chicago.

PAPER.

BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

GOOD CARBON PAPER. Something you could use all day long without soiling the hands; something with which you could make clean, sharp, brilliant copies and that wears like iron.

PHILIP HANO & CO., 806 Greenwich St., New York.
315 Dearborn St., Chicago.

AVOID ALL BUSINESS TROUBLES. Use the Manifolding Business Systems made by Hano. We make everything a banker, wholesale or retail, management needs in duplicating schemes, and we go anywhere for business.

PHILIP HANO & CO., 806 Greenwich St., New York.
315 Dearborn St., Chicago.

PRINTERS' INK.

NEWSPAPER METALS.

YOUR savings account will present a more satisfactory showing through the economy effected by using Blatchford Metals. Best in action—cleanest and easiest flowing, as they wear longest. E. W. BLATCHFORD CO. ("A Tower of Strength"), 54-70 N. Clinton St., Chicago.

PUBLISHERS.

ATTENTION, COUNTRY NEWSPAPER MEN! A good display of your Washington hand press. Our self-inking and self-feeding device does away with all the objectionable features; no blurring, perfect inking, doubles capacity and enables one person to operate press. Can be attached to any lever hand press or Adams hand cylinder press. Send us size of your press. Agents wanted. For prices and further particulars, address THE I. & I. MANUFACTURING CO., Swayzee, Indiana. ***

RELIGIOUS MONTHLY MAGAZINES.

THE RECORD OF CHRISTIAN WORK, East Northfield, Mass., being denominational, helps and reinforces advertising in the denominational weeklies. Those who take the RECORD in addition to their regular church paper are at once acknowledged as progressive and intelligent people. Affording an additional religious outlet, it makes them as having money to buy other things, as magazines are usually among the first economies when fortune frowns. The fact is, our clientele is to be disregarded only for the best of reasons. Write for further facts.

MANIFOLD PAPER.

ARE you wasting time copying letters? Or are you using the up-to-date method of taking a carbon copy of every letter, pinning it to and filing it with the letter, and being able to refer to it without loss of time?

If you are using the letter copying book, the quicker you quit the more money you will make; if you are using the carbon copy system, there is no paper which so exactly meets the requirements of the case as "Clark's Royal Manifold Parchment."

1000 sheets, 8½x11 inches, delivered prepaid anywhere in the United States for one dollar. CLARK & ZUGALLA, 100 Gold St., New York.

HOUSE-TO-HOUSE DISTRIBUTING.

I AM placing millions of pieces of advertising matter from house to house throughout the entire United States for many of the leading and most conservative general advertisers. Last year I placed over seventy million pieces.

I offer all advertisers the only proven national distributing service that has made good. No small boys or bill posters connected with my service. Only men who make distributing their exclusive business.

If you have never tried my line, tell me what you have, territory you cover, and let me make a test distribution. I know something about selling, trade conditions, etc., and will not accept your order if I do not think I can make it pay you.

WILL A. MOLTON,
National Advertising Distributor,
Main Office, 445 St. Clair St.,
Cleveland, O.

PREMIUMS.

TRINER SCALES make useful premiums. Complete line. Send for catalogue. TRINER SCALE & MFG. CO., 130 S. Clinton St., Chicago.

FOUNTAIN PENS are always in demand for premiums. My pens are guaranteed perfect—14-k. gold. Big inducement for quantities. Write TRANSOM, 3122 Groveland Ave., Chicago.

LYON & HEALY'S NEW PREMIUM CATALOG now ready, contains musical instruments of all descriptions, including a special cheap talking machine, 1000 varieties of opera mandolins and guitars used in a single year by one firm for premiums. Write for catalog. PREMIUM CLERK, Lyon & Healy, 156 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually. 2nd issue now ready; free. S. F. MYERS CO., 46-48-52 Maiden Lane, N.Y.

BOOKS.

25c. POCKET DICTIONARY. 25c.
25c. Need one? We have it. Black leather, indexed. FULL OF INFORMATION.

THE HAMILTON CO., Dept. P., Concord, N.H.

BEST FOR PRINTER, ADVERTISER, ADWRITER—"Points for Printers", 40pp., "Most practical, compact, complete Printers' Manual," "Full of happy ideas and good values," etc., postpaid. W. L. BLOCHER, Tecumseh St., Dayton, Ohio.

WHEN PAPA RODE THE GOAT. CARLETON PUB. CO., of OMAHA, NEB., have issued a copyrighted book with the above title, illustrated with 100 colored engravings, which is the most comical work of the kind we have ever seen. We advise our readers who wish to have something to drive away the blues to send 25 cents for a copy to the above address.

PRINTERS may have my copyright lodge out catalogue free. ***

PUBLISHING BUSINESS OPPORTUNITIES.

A TRADE, Technical or Special Journal Of the right kind is a splendid property. There are many such. Worth hundreds of thousands of dollars apiece. They all grow from small beginnings; Each causing in response to a special demand. There are still open fields.

Where no paper of the right kind exists. Where a small paper by right management Could be expanded into a great property. And a modest investment be multiplied.

Here are a few sample properties—

The figure to the left is cost, On the right is what the value ought to be: 25c. Local Medicine Should become \$15,000
\$7,000 Trade Weekly " " " \$50,000
\$10,000 Special Magazine " " " \$100,000
\$25,000 Mechanical Weekly " " " \$200,000
\$50,000 Trade Magazine " " " \$100,000
\$15,000 Trade Weekly " " " \$30,000

Of course, the prospective value is a guess, But is believed to be conservative. Based upon properties in similar fields.

In half of the above cases A little additional capital is required.

But splendid additional investment would be possible.

EMERSON P. HARRIS,
Organizer and Seller of
Periodical Publishing Property,
235 Broadway, New York.

SUPPLIES.

NEWSBOYS' RAGS—Your ad on both sides. Strong cotton drill, with shoulder strap, Omaha, Neb. for \$3; sample mailed 10c. BEMIS BAG CO.,

DATER, 15c. postpaid. Latest Improved Dater. Catalogue D free to business men. MAR-TIN STAMP WORKS, Boone, Iowa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

DOXINE—A non-inflammable type wash. A substitute for lye and benzine. 13½c. per pound. Let your jobber put in an 8-pound can with your label. Makes the old rollers like new. Made by the

DOXO MAN'FG CO., Clinton, Ia.

FOR 50c. we will send complete directions for making Duplicator which will make from 50 to 100 good, clear copies of written or type-written matter. Can be made any size for few cents and used over and over. Same thing already made sells at from \$3 to \$5.

AD CUT COMPANY, Charleston, Mo.

STICKY as paste can be made and ready for use. Instantly by adding cold water to Bernard's Cold-Water Paste Powder, makes it the favorite paste for all purposes. We furnish free sample and tell you how to use it, because its merits speak for it. Two-cent stamp carries sample anywhere in the U.S. B-H AGENCY, 46 N. State St., Chicago.

ADDRESSING MACHINES.

A DDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. WALLACE & CO., 29 Murray St., New York.

ADVERTISING NOVELTIES.

POCKET Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK SON, Printers, 5th above Chestnut, Philadelphia.

3 NEW Advertising Novelty—A Pencil Holder, a Nail File, and a Toothpick Case. 3 samples 10c. Agents wanted. J. C. KENYON, Owego, N.Y.

"MYSTIC WALLET"—the advertising novelty. Sample and price, etc. "Little Traveler" catalogue, etc. THE SOLIDAY NOVELTY ADVERTISING WORKS, Knox, Ind.

A "SIGN OF THE TIMES"—The Pulpervoid. A Sign. Best for advertising your business. Write for sample and price. F. F. PULVER CO., Rochester, N.Y. Buttons, Celluloid Advertising Novelties, etc.

WRITE for sample and price new combination KITCHEN HOLDER and BELL FILE. Keep your ad before the housewife and business man. THE WHITEHORN & HOAG CO., Newark, N.J. Branches in all large cities.

THE Parisian Weather Indicator is seen often, but longer attracts more attention than any other advertising novelty just produced. Can be mailed in ordinary envelope. Samples 10c. ALFRED HOLZMAN, Greenville, Miss.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c.

WICK HATHAWAY'S CRN, Box 10, Madison, O.

SEND 50 CENTS for a sample of the finest little advertising novelty, subscription premium and convention souvenir. Manufactured by publisher and advertiser. A LOOSE LEAF PERPETUAL VEST-POCKET MEMORANDUM BOOK. Absolutely new and up-to-date. Special prices in quantities. Do not fail to investigate carefully and send 50 cents for sample book. Agents wanted. TENGWALL FILE & LEDGER CO., Chicago, Ill.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 25c Broadway, New York.

ADVERTISER'S GUIDE, Newmarket, N.J. A postal card request will bring sample copy.

WRITE to us about "22 Business Bringers." THE RELIGIOUS PRESS ASS'N, Phila., Pa.

ARE you anybody? Then advertise in ANY BODY'S MAGAZINE, Peekskill, N.Y. Copy and rates free.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

THE BADGER, 200 Montgomery Bldg., Milwaukee, Wis., a monthly circulation general, 60,000 copies, rate 30 cents a line. Forms close the 2nd. Ask your agency about it.

25 CENTS for 20 words, 5 days. ENTERPRISE, Breckinridge, Ky. Circulation, 9,000. Carries a solid page of want ads. Want ad newspapers are closest to the hearts of the people.

1,000,000 TRAVELERS can be reached through the eastern and western sections of the *Travelers' Railway Guide*. Write for particulars to 24 Park Place, N.Y., or 155 Adams St., Chicago.

100,000 GUARANTEED circulation, 25 cents a line. That's what the *PATHFINDER* offers the advertiser every month. Patronized by all leading advertising firms. If you are advertising and do not know of the *PATHFINDER*, you are missing something good. Ask for sample and rates. THE *PATHFINDER*, Washington, D.C.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 25c Broadway, New York.

ADDRESSES FOR SALE.

1,451 R. F. D. route names; Ohio, \$1; new Z. Z. COREY, Maryville, Ohio.

GORGIA merchants' names, typewritten, 10c. hundred. SMITH, 111 Nelson St., Atlanta.

1,000 UP TO DATE Farmers, best in 4 counties, etc. S. A. HAGELBARGER, Akron, O.

SOUTH DAKOTA FARMERS HAVE THE PRICE—Offer them anything by mail that is all right and they will buy. Try them with our guaranteed list of 5,000 cream shippers. Write to THE WESTERN ADDRESSING CO., Locust Box 456, Millbank, So. Dak.

"TEACHERS MAKE GOOD AGENTS"—Buy my guaranteed list of over 5,500 teachers now teaching in South Dakota. Price, \$2 per thousand, or \$5 for the complete list. Neatly typewritten. Address E. S. PULLEN, Supt., Millbank, S.D., Box 456.

MAIL ORDER.

FOR 50 cents I will send you a legitimate scheme that brought me 256 mail orders in 30 days. KARN, 1017-1 La Salle St., Chicago.

FOR 50c we will send scheme which we used in mail-order business with great success. Requires investment of only few dollars. Clean and legitimate.

ADULT COMPANY, Charleston, Mo.

AGRENTS, MAIL-ORDER MEN—A new article, costs 2c. to manufacture, sells for 25c. You can get rich making it. For 25c. I will send you formula and full instructions. It is worth thousands of dollars to any man. No book or medice scheme. Address

NED P. HOLMES,
Lexington, Neb.

GO INTO THE MAIL-ORDER BUSINESS. I have an unusually clever mail order idea that brought me a clear profit of \$321 in a little over three weeks on an investment of \$25. This "idea" can be worked on a larger or smaller scale and will yield proportionate returns. It does not require any special ability—any one may duplicate my success. It may be made a permanent business if desired. Exceptionally clean legitimate and profitable. I will teach you to manufacture and do canvassing. As the field is large and practically unlimited, I will sell the complete details of this clever "idea" for 50c. You can work it anywhere, and do just as well as I did. Bright and clever ideas are gained, as a rule, only by experience. Many a man has made a fortune out of a single "idea" with only energy and good for his capital. I offer here to the readers of *Printers' Ink* the clearest thing in my ten years' experience in the mail-order business—confident that none but will be satisfied with the small investment.

Read this indorsement from the *Island Printer*, a journal that exercises the strictest censorship over its advertising columns:

THE INLAND PRINTER,
130-132 Sherman St., Chicago, Jan. 15, 1904.

Advg. Dept. Mr. V. H. Rainbolt, Bloomfield, Ind.

DEAR SIR—We have your letter of January 13, inclosing details of your proposition and remittance for your Feb. 1. The plan seems to me worth the consideration and we will run the ad. We return your details, circular and the letter sent for our inspection. Yours truly,

THE INLAND PRINTER (Harry H. Flan, Sec.).

If you want to take up something in which there is real money, here is certainly a snap. Any one may work this "idea" without interference in any way with present business, if desired. Here is a letter from one customer, and they all write the same:

CHARLESTON, Mo., Feb. 15, 1904.

Mr. V. H. Rainbolt, Bloomfield, Ind.

DEAR SIR—Details of "idea" to hand yesterday, and I consider it a good one and will begin work at once. Very truly, ED. C. BLOMMEYER.

Full details of this remarkable, practical, demonstrated success sent to any one upon receipt of \$2. Positively no misrepresentation whatever. I have nothing else to sell you or anything of that sort and have no other particulars.

V. H. RAINBOLT, P. O. Box 456, Bloomfield, Ind.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 233 Broadway, New York

FOR SALE.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. RICHARD PRESTON, 167 L. Oliver St., Boston.

42 X 60 POTTER TWO-REV.; will print 4 pages of a 7 or 8-col. A first class press for book, job or newspaper work. RICHARD PRESTON, 167 L. Oliver St., Boston.

COMPLETE country newspaper and jobbing equipment; everything in excellent condition; will be sold as one. One-half the price for city; bargain. "OWNER," care of Printers' Ink.

FOR SALE—Finely equipped daily newspaper plant; material almost all new; in city of 15,000 population; doing good business; right man can buy cheap. Address Box 245, Kenosha, Wis.

HOE DOUBLE CYLINDER, ER, with or without folders attached; will print 4 pages of a 7-col. 4-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. RICHARD PRESTON, 167 L. Oliver St., Boston.

ADVERTISING CONSTRUCTORS.

BANK ADVERTISING—Read VOORHEES & COMPANY's ad in this column.

FRED W. KENNEDY, 39th and Langley, Chicago, writes advertising your way—his way.

GROCERY advertisements my specialty. A. A. BRENTANO, 1340 First St., Evansville, Ind.

IF you're wise you'll advertise in a way that's sure to pay. Write to H. T. CULF, Conneaut, Ohio.

SPECIAL cuts and special writing for every retail business. Very low rates for 52. ART LEAGUE, New York.

FOR ten years I've been writing business literature for others. What can I do now for you? C. HOHN, 6006 Gtn Ave., Phila., Pa.

NOTHING but original ideas from this chicken; so let me scratch for you. W. D. FAULKNER, 183 Halsey St., Brooklyn, N. Y.

I CAN make your business larger—how? Ask GIRDAR M. CASE,

433 Macon St., Brooklyn.

YOU can get short, catchy business ads written in any line of trade for 25c. by writing to E. C. SMITH, Franklin, Pa.

TRADE winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write (on letterhead) for free booklet, "How We Help Advertisers." No attention to postals. SNYDER & JOHNSON CO., Elsie Jth Bldg., Chicago.

I'M a specialist in oleo advertising—Steam Laundries—Cleaning and Dyeing—Carpet Cleaning—Towel Supply—and kindred lines.

The specialist masters his subject—he knows one thing well. WILLARD B. BOTTOME, 230 Broadway, N. Y.

JUST a little further on and you'll come to VOORHEES & COMPANY's ad on "BANK ADVERTISING."

If you're interested in banking you'll be interested in their Special Advertising Service for Banks. They want you to read their ad carefully, as they can be of great service to YOU.

SOME of the subjects for which I've written ads letters and booklets since Jan. 1: Manufacturing, Food Mfrs., Cos. and Building Material, Pill Boxes, Liniment, Nerve Tonic, Female Remedy, Flower Seed, Palmo Tablets, Advertising Novelties, Printing and Groceries. This goes to show what a wide range of subjects a fellow has to rub against in this business. I wonder what I'll be called on to tackle next! I neither print, place nor draw pictures—merely prepare copy, revise copy and tell what to do with it.

JED SCARBORO,
55a Halsey St., Brooklyn, N. Y.

"14 WISE MEN" answered my ad about my follow-up letters and systems. They were wise men. They've gotten the best follow-up matter produced in the United States. For four of them I devised the entire plan—of these three write me that they're tickled to death. For one month I'm cutting the price in half—only to enlarge my circle of friends. Write me, anyway. JULIUS FIRESTONE, 219 West 15th St., Minneapolis, Minn.

IF you have an advertising story to tell, and want to tell it in a forcible and convincing manner, let me help with the copy. I have a price list which gives an idea of the cost of such work.

LOUIS FINK, JR.,

Maker of Profitable Advertising Literature,
Fifth Street, above Chestnut,
Philadelphia.

LOOK TO YOUR ADVERTISING LETTERS. The "Letter Shop" of Franklyn Hobbs, in the Caxton Block, Chicago, is the home of originality in Advertising Letters. If you are not one of the four hundred and four clients of the "Letter Shop" it will be my pleasure to furnish you with valuable information on Advertising by Mail and for Thirteen Years "Book Letters."

Leading advertisers are beginning to recognize the difference between effective advertising by mail and haphazard circularizing. Hitch your advertising wagon to a two-cent stamp. I can furnish you with a harness that will "pull" the business.

FRANKLYN HOBBS,
Composer and Editor of Advertising Letters,
and
Counsel on Mailing.

DEEDS—NOT DECLARATIONS.
St. Louis, Mo., Jan. 8, 1904.

McCall Advertising Co., St. Louis, Mo.: Gentlemen—You may spend for us during the year 1904 \$5,000 for advertising, and you may distribute it as you desire best, as you have done in the past, in newspaper, newspaper advertising, mailing cards and booklets.

We wish to express our great satisfaction with the advertising done for us in the past year. By your able selection of mediums, and through your striking copy and the most attractive Fudgy Little Tailor illustrations, and your unique follow-up systems, you have increased our business 25 per cent and reduced the cost of our advertising over 5 per cent. We are the only advertiser in the country who is spending from \$100 to \$10,000 per year for advertising knew of the kind of service that could be obtained from you, you would not be able to serve one-hundredth part of the advertisers who would be desirous of using your service.

Allow us to wish you continued success, and to remain,

Yours very respectfully,

MACCARTHY-EVANS TAILORING CO.

SAID A POOR IRISH WOMAN. "Shure, if I could only wan't stand on the pavement and see myself druv by in a kerridge!" If some men who put considerable money into suggested advertising only could "just wan't" said in a masterpiece! I have seen their own trials on them there certainly would be some radical changes both in the "what" and the "how" of their announcements. While I am forced to admit that a pressure of various matters has hitherto prevented my learning quite all there is to know about anything, I have acquired a certain facility in discerning the actually vital selling points of a good many things. The army of people who put their money into the pursuit of publicity, but who do not bring out the really interesting features of what they offer, is constantly receiving new recruits from the ranks of the short-sighted. Before I can hope to capture a new client I must meet a man (I do occasionally) who has discovered that to make a thing thoroughly well and to place it before the public in the most attractive manner possible, are two absolutely different matters.

cordially invite correspondence from the not altogether "cock-sure."

No. 13. FRANCIS I. MAULE, 402 Sansom St., Phila.

BANKS AND TRUST COMPANIES will do well to read **VOORHEES & COMPANY'S** ad in this column entitled "BANK ADVERTISING." They make a specialty of this work.

ATTRACTIVE, convincing, sensible advertising literature is my specialty.

I have samples of that kind which I would like to send you, if through them I will stand a chance of winning your patronage.

"It's my business to increase yours."

T. VAUGHAN STAKER,
Writing and Advertising Literature,
606 Witherspoon Building, Phila.

BANK ADVERTISING.

It pays to advertise your bank—if you advertise it right. A mere announcement in your local paper, giving the Officers' and Directors' names, Capital and Surplus, or a few old-fashioned, stereotyped sentences, is of no interest to the public.

And yet there are scores of banks using from two to fifteen inches space, saying practically nothing to the point. Such space costs money and should be properly filled.

Bank advertising is a science—it needs very careful thought and treatment.

Newspaper advertisements for financial institutions should be direct, of course, but tersely written, snappy, bright and convincing.

We have a Special Advertising Service for National Banks, Trust Companies and Savings Banks that is unequalled. It is a *strictly personal service*—not "syndicated."

We do business with many banks in New Jersey, New York and Pennsylvania. Not only prepare their newspaper advertising, but have written, designed and printed for them handbooks and attractive booklets.

If you will write us on your letterhead we will be pleased to show you samples of our work for banks—newspaper ads, booklets, etc.

VOORHEES & COMPANY,
Specialists in "Your Advertising."
Morton Building, New York City.

TO ADVERTISEMENT CONSTRUCTORS

(American and other).

\$200 FOR THE BEST ADVERTISEMENT.

\$100 FOR THE SECOND BEST.

\$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the Ripans Chemical Company will, within the next twelve months, pay ten dollars each for fifty-two different advertisements to those that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz., December 2, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the Ripans Tabules have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonialists of the efficacy of Ripans Tabules, as a dyspepsia remedy, have been received at office of the Ripans Chemical Company in twelve months.

A hundred million Ripans Tabules have been purchased at drug stores in the United States in a single year.

Every drug store in America sells Ripans Tabules, and can give names and addresses of persons who have been benefited by their use. Interviews with such persons furnish the best material for effective advertisements of Ripans Tabules. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to
CHAS. H. THAYER, PRESIDENT,
THE RIPANS CHEMICAL COMPANY,
No. 10 Spruce St., New York.

A LITTLE PRACTICAL EDUCATIVE WORK ON YOUR TRADE.

Suppose your salesmen did not have to stop and do a lot of expensive educative work every time they wrote an order in their order books!

They could clinch a larger percentage of sales and get over their territory a great deal quicker—couldn't they?

Something more than personal solicitation is necessary to place an article effectively before the trade and *keep it there*.

The value of good educative advertising as an aid to salesmen is no longer questioned by enterprising business men.

The salesmen need the support of good advertising, just as surely as the political candidate needs the active support of his party newspaper.

If, year by year, your crack salesmen find it more difficult to retain old business and create new, it is morally certain that they need this help.

The house itself needs good educative advertising in the territory not reached by the salesmen, to draw out direct mail orders.

We study how to make the salesmen's work more effective by means of good advertising, and how to bring in direct mail orders from territory that the salesmen do not cover.

We can take up your best-selling or slowest-selling lines, and inject greater activity into the quick-selling things and wake up the "dead ones."

We work principally through the mails, sometimes in connection with leading trade papers; also through newspapers and magazines, when it is an extensive campaign on consumers.

We have three booklets which outline our methods, show results obtained and give information full of interest to every enterprising business man.

Sent on request to the proprietor or manager who asks for them on business stationery:

"YOUR VOICE CANNOT REACH EVERY NOOK AND CORNER OF THE LAND,"
"SELLING MORE GOODS,"
"CLINCHING THE SALE."

EDMUND BARTLETT,
Plans and High-Grade Literature for Advertisers,
150 Nassau Street, New York.

Catalogues, booklets, mailing folders, cards, newspaper, trade paper and magazine ads. Advertising departments installed and managed.

Follow-up systems devised. Our work is original and distinctive—both in literary form and illustrative and typographical arrangement.

Our plans are "practical."

A RESTRICTED CIRCULATION
SOMETIMES DESIRABLE.

Editor of PRINTERS' INK:

The attached advertisement of *Automobile Topics*, clipped from the Sunday *Herald*, is the second instance I remember of where smallness of circulation was featured.

QUALITY

If you wish to reach the best class of buyers in the United States, the moneyed people, advertise in

AUTOMOBILE TOPICS,

the high-grade weekly magazine for motorists.

ONLY 11,000 CIRCULATION

but not one-half per cent lost.

\$2.00 a year. 10 cents on all news stands.

1,440 Broadway, New York City.

The first instance that I can recall occurred nearly twenty years ago, when I assisted at the burning of the *American Florist*, an exclusively trade publication, which agreed with its advertisers that it would issue not to exceed 4,000 copies, and that it would make every effort to keep copies out of the hands of any but professional florists, market gardeners and seedsmen.

For a time at least it declined subscriptions from amateurs and wealthy persons owning large conservatories who wanted the paper for their head gardeners.

It paid a profit from the very first number, and during at least its first year it never cut its advertising rate nor paid a commission.

It refused all advertising not directly pertaining to florists, greenhousemen, market gardeners and seedsmen.

About that time Webster's Dictionary

advertised a great deal on an exchange basis, and its publishers were surprised at its proposition being refused under any terms. It should have been accepted, as our readers certainly needed the dictionary.

Mr. J. C. Vaughan, the seedsman, of Chicago and New York, was originator of the enterprise, and his previous experience in the publishing line had been confined to getting out his annual catalogues.

Its advertising rate was ten cents a line, with 420 lines to the page, and many a full page order was lost at first because we refused to accept \$40.

Full pages were not encouraged, and the inch ad was usually given the better position than a larger one, in order to encourage a large number of small concerns to use the paper regularly. Frequent change of copy was requested, and constantly suggested to those who failed to furnish changes. The manufacturers of heating apparatus were among those who refused to change, and the glass men were about the same, while the man with a thousand extra Bermuda Easter lilies was quick to change his ad as soon as the lilies were sold.

I understand the paper is still going on practically the same basis as at the beginning.

SAM W. HOKE.

The cook doesn't appreciate the dinner he prepares half as much as the hungry guest does. In like manner, the advertiser is often too familiar with his goods to appreciate their interest to outsiders.



Manufacturers Who Get Left

The constantly increasing practice of buying all sorts of goods by name of the brand is shutting out those manufacturers who either have no trade mark or have not sufficiently advertised it.

No manufacturer can make as much money as he ought unless he pushes his goods to the trade and the consumer under a brand name, and educates the public up to the point where his goods will be called for.

This highly important subject is one which is exhaustively treated in our new book, "TRADE MARKS AND BRANDS," which will be sent free to any manufacturer who personally writes for it.

THE GEORGE ETHRIDGE COMPANY,
No. 33 Union Square, New York City.

THE "PRESS-REPUBLIC" MADE A
STATEMENT TO AMERICAN
NEWSPAPER DIRECTORY
FOR 1904.

NEW YORK, March 25, 1904.
Editor of PRINTERS' INK:

In a recently published list of newspapers and other periodicals whose circulations had been investigated during the past year by the expert of the Association of American Advertisers, the Springfield (Ohio) *Press-Republic* was omitted. I am satisfied that the matter was purely accidental, but, in justice to the *Press-Republic*, publicity should be given to the fact that the management cheerfully submitted its circulation records to the examination.

Very respectfully yours,

CHAS. S. PATTESON,
Mgr. of Foreign Advertising.

PRESSED steel shaft hangers are heavy material for advertising, ordinarily, but a booklet from the Standard Pressed Steel Co., Philadelphia, combines live description with the formal information needed in a working price-list.

CATALOGUE 159 from the American Blower Co., Detroit, fully describes the "A B C" systems of utilizing waste heat for drying purposes in brick-making plants. Printing, arrangement, cuts and information are so admirable as to leave no room for criticism.

Displayed Advertisements.

20 cents a line; \$20 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

IT'S THE BRAINS

used in the editorial office of *The Retail Merchant* which causes it to be read and appreciated by the live merchants of the Southwest. It pays to *adv. rise* in it.

THE RETAIL MERCHANT,
DALLAS, TEXAS.
(Member Roll of Honor.)

LETTERS.

If you issue a catalogue; if you use circular matter; if you are looking for mail order business, we can make money for you. We have 500,000 recent original cash remittance letters covering many lines of business—medical, toilet preparations, agents wanted, women's and men's wear, etc., etc. Will lease (30 days copy) from \$2.50 per M. upwards.

Live firms use this method of advertising—Do you?

New York Letter Brokerage Co.
Temple Court, New York City.

IMITATION TYPEWRITTEN LETTERS Do You
Use Them?

I can supply you with circular letters in imitation of typewriting, which when filled in with my special ribbons (furnished **without charge**), are beyond detection. If you use such letters, write for samples and **low prices**. I can save you money.

JOHN ROGAN, Circular Letter Specialist, Dept. C, ROCHESTER, N. Y.

TO THE

HARTFORD TIMES

The American Newspaper Directory
for 1903 accords the largest

DAILY CIRCULATION IN CONNECTICUT

**Book of Bargains
Just the Thing for You**

Without doubt the most complete illustrated catalogue of everything made in up-to-date Watches, Optical Goods, Notions, Cutlery, Flat Ware, White Stones, Solid and Plated Jewelry, and the latest imported articles from the Orient, Machinery Concerns, Diamond Palaces, Pawn Brokers, Sale Stores, and Premium Houses. We will mail this BOOK FREE to any one proving himself a dealer. We will not allow this book to get into the consumers' hands. Write now for one.

SINGER BROS. 82 Bewery,
New York.

YOU SURELY CAN

If you wish—reach 15,000 families in rural New England by placing your announcements in that oldest and most reliable of agricultural journals

THE NEW ENGLAND FARMER

For eighty-two years it has been the "bible" of the farmers in the six New England States. It has 15,000 circulation among the better class of agriculturalists. For sample copies, rate cards, or other information, address

THE NEW ENGLAND FARMER,
Brattleboro, Vt.

Advertising Agencies.

Advertisements under this head, two lines or more without display, 10 cents a line. Must be handed in one week in advance.

ALABAMA.

A-Z ADVERTISING CO., Mobile, Alabama, Distributing and Outdoor Advertising.

CALIFORNIA.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1886. Places advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. **PACIFIC COAST ADVERTISING**, 25c. copy; \$2 year.

CALIFORNIA—PACIFIC COAST. **BARNHART AND SWAREY**, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advertising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertising without waste.

DISTRICT OF COLUMBIA.

5 FOR 5-line Want Ad in 15 leading dailies. Send for lists and prices. **L. P. DARRELL ADVERTISING AGENCY**, Star Bldg., Wash., D. C.

ILLINOIS.

GUNDLACH & GUNDLACH, 116 Dearborn St., Chicago, newspaper and magazine advertising in U. S. and Canada. Rates supplied also for Spanish-American and European publications.

YOU will never know how much business you lost last year by neglecting your advertising. You will know how much business you have gained this year—if you place your advertising in our hands.

MARSH ADVERTISING AGENCY,
New York Life Bldg., Chicago.

KENTUCKY.

H. M. CALDWELL ADV. AG'CY., Louisville, plans, prepares, places adv'g; newspapers, mags.

MARYLAND.

MILBOURNE ADVERTISING AGENCY, Baltimore. Estab. 1876. Newspaper, magazine, outdoor advertising written, planned, placed. *Don't spend \$1 in Md. before getting our estimate.*

MINNESOTA.

DOLLENMAYER ADVERTISING AGCY., Tribune Bldg., Minneapolis. Recognized agency of the Northwest; gives small accounts proper attention. **Members American Adv. Agents Ass'n.**

NEW YORK.

O'GORMAN AGENCY, 229 Broadway, N. Y. Medical journal advertising exclusively.

GREIG ADVERTISING AGENCY, 719 St. James Bldg., N. Y. Newspaper, Periodical and Outdoor Advertising. Large or small contracts accepted. Consult us before placing your advertising.

GEO. P. ROWELL & CO., 10 Spruce St., New York have representatives calling in person upon newspapers and retailers, taking up State by State, and offer advertisers the unusual facilities of this service. Schemes for introducing and selling goods.

NORTH AMERICAN ADVERTISING CO., the only co-operative advertising agency in existence. Places advertising in all classes of mediums. Affiliated with the American and Foreign Trading Co., which handles American goods in all parts of the world, and the foreign market. Communications from manufacturers desiring larger output requested. **F. L. Perine, president; W. W. Seelye, vice-president; F. James Gibson, secretary; Baxter C. Peterson, treasurer**, 100 William St., New York.

OHIO.

CLARENCE E. RUNY, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Outdoor Advertising. Printing, Designs, Writings.

PENNSYLVANIA.**FOLEY AND HORNBERGER.**

ADVERTISING AGENTS, 1218 Commonwealth Bldg., Phila. (Successors to Richard A. Foley Co., Advertising.) Will be pleased to submit suggestions and prices on newspaper, magazine or street car advertising; booklets, mail cards or folders; to give business counsel, and to plan with advertisers who want increased returns.

THE H. L. IRELAND ADVERTISING AGENCY. (Established 1890.) works with as *clients*.

Plans and places advertising in newspapers and magazines.

Creates mail-series of folders and cards to reach the trade.

925 Chestnut Street, Philadelphia, Pa.

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

CANADA.

HOW often agents of American firms tell us that their advertising is ineffective because not in harmony with Canadian ideas. We can get the best results for an appropriation in Canada. Correspondence solicited.

DESBARATS ADV. AGENCY, LTD., Montreal.

THE LITTLE COUNTRY PAPER.

When the evenin' shade is fallin' at the endin' o' the day, An' a feller rests from labor smokin' at his pipe o' clay, There's nothin' does him so much good, be fortune up or down, As the little country paper from his

Ol' Home Town.

It ain't a thing of beauty an' its print ain't always clean, But it straightens out his temper when a feller's feelin' mean, It takes the wrinkles off his face an' brushes off the frown, That little country paper from his

Ol' Home Town.

It tells of all the parties an' the balls of Pumkin Row, 'Bout who spent Sunday with who's girl an' how th' crops 'll grow, An' how it keeps a feller posted 'bout who's up an' who's down, That little country paper from his

Ol' Home Town.

Now, I like to read the dailies an' the story papers, too, An' at times the yaller novels an' some other trash—don't you? But when I want some readin' that'll brush away a frown, I want that little paper from my

Ol' Home Town.

—Denver Post.

“Tried to skin me, that scribbler did!” “What did he want?”

“Wanted to get out a book jointly, he to write the book and I to write the advertisements. I turned him down. I wasn't going to do all the literary work.” —Baltimore News.

The Globe

AND COMMERCIAL ADVERTISER. NEW YORK'S BIGGEST NEWSPAPER.

5 & 7 DEY STREET.

ADVERTISING DEPARTMENT.

New York, N.Y., Mar. 31, 1904.

Mr. W. F. HAMBLIN,
care of GEO. P. ROWELL & CO.,
10 Spruce Street,
New York, N.Y.

Dear Mr. Hamblin:

I take great pleasure in informing you that THE GLOBE has passed the hundred thousand mark during its second month of publication.

I think it will not be invidious to say that this is a record of growth not equalled in the history of American Journalism. The permanent qualities of this circulation are attested best in the statement that on every day since the reduction of price on February 1st the number of copies actually sold has been larger than the day before.

A new rate card will go into effect on May 1st.

Very truly yours,

LINCOLN B. PALMER,

Adv. Mgr.

READY-MADE ADVERTISEMENTS.

Readers of *PRINTERS' INK* are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

From Mr. J. J. Pastoriza, of Houston, Texas, comes a building lot ad occupying a space about fourteen inches deep by five columns wide. It is bound to attract attention because it attacks the system of taxation in force in Houston; but it seems to me that it defeats its only useful purpose as an inducement to buy lots by bringing out the fact that while vacant lots are lightly taxed, the hand of the assessor comes down heavily on houses. And this statement seems to conflict with another in the same ad, which is to the effect that the assessment on the lots is not likely to be increased, because that would necessitate a proportionate increase on all city lots and on certain improved property, specifically designated, which is now assessed at only half its value. So the ad says plainly that buildings are heavily taxed and then proceeds to show that they are not. It may be that persistent hammering of this sort would bring about a reform in the method of taxation, but this would be likely to increase the tax on improved property and thus discourage building, which is probably the last thing Mr. Pastoriza wants to do. All this, in combination with the fact that he is in another business whose support depends upon the very people he is sure to antagonize, makes it appear, to a "rank outsider" at least, that that portion of his ad which is devoted to the reformation of present conditions is wasted, or worse than wasted. And the reformer, while he may be long on admirers, is frequently very short on cash. The low taxes should be an inducement to buy lots and build, and it seems

to me that this, together with the merits of the property, should be the thing to harp on, if Mr. Pastoriza would rather sell lots and increase his other business than to correct Houston's tax list. The ad is too long to print in its entirety, but its essential portions are reproduced herewith.

Pastoriza's Addition

BUILDING LOTS ON
MONTHLY PAYMENTS.

Located at Terminus of
South End Car Line.

\$25 CASH AND \$10 PER
MONTH

Will Buy a Lot 50x100.

Reasons why you should buy, either for a home or as an investment:

First—For a home you could not select a better location. These lots are in the southern part of the city and are fanned by the prevailing south breeze before it passes over the polluted bayou. You get pure air, free from disease germs.

Second—It is a good speculation. They will as surely increase in value in the future as they have in the past. I bought them about two years ago at one-third of the price I now ask for them, yet I am offering them at a less price than is asked for lots, no more desirable, in an adjoining addition.

The increase in value was made by others, who built homes around this addition; by the county, which made a graveled road through this addition, and by the street railroad, which extended the South End line near; but the greatest benefactor has been our city government, which assessed these lots, as well as other vacant lots in the city, at a price far less than their real value. They will continue to do this. I have no fear of their raising the assessment, because if

they did they would have to raise the rate of all city lots in proportion, and it takes nerve to do this. They would have to assess that beautiful vacant building, corner of Franklin street, near the bridge, at its real value—say \$40,000 instead of \$20,000, as it was assessed last year. They would have to assess that desirable corner higher up on Franklin street at \$75,000 instead of its proportionate assessment of about \$40,000.

Don't worry—these lots will continue increasing in value for the reasons enumerated. All vacant lots, especially business lots down town, will continue increasing in value.

Now I trust the gentlemen who own these properties will not think I have any quarrel with them because I called attention to the low assessment of their property. I say the same about my own property. I do not blame the man for legally benefiting by the system, but I will always work, and if need be, suffer loss myself, to abolish a system that cripples labor and enterprise by taxing heavily personal property, houses, machinery and other products of labor, while it taxes lightly the vacant lot industry, thus enabling lot owners to hold their lots at a high price when thousands of our industrious workers are living on land not their own.

I will be at my store, 304 Main street, all day, February 3, 1904, to receive the censure of those whom I may have offended and to sell them or others as many of my lots as they want. After to-day Mr. N. L. Mills will wait on all lot buyers and will forward to me by mail all kicks about my views on taxation.

J. J. PASTORIZA.

Another Little One that Says a Lot.

A Dainty Shirtwaist

"TO WORK AROUND IN."

That's the way one woman aptly described this neat little shirtwaist of dark blue percale, pin-dotted in white. Yoke, deep side pleats, stitched in white, help along its dainty workaday look. 50c.

JOHN WANAMAKER,
Philadelphia, Pa.

Here's an Original Headline, and Food for Thought in What Follows It.

You are Eating Your Pots & Pans

Think that over.

The wear of your cooking and serving utensils goes into the food—except the part of the wear that goes into the dishpan. And much of that frictional wear isn't washed out. Take your best-washed utensil—it isn't clean. If it were going to be silver-plated, for instance, it would need to be scoured with acid, else the silver couldn't hold on because of dirt.

Here's safety and relief—

Pots, pans, griddles—all the needed utensils—made of aluminum.

Aluminum pots and pans cost very little more than other good sorts—will last longer than anything except copper—will stand bumps and dropping better than anything else—and, if particle by particle, you are eating your pots and pans the diet of aluminum is the only harmless one.

Don't buy "cheap" aluminum articles—the metal is the same, but a vessel must have strength, else it will bend.

(Descriptions and prices.)

GIMBEL BROS.,
Philadelphia, Pa.

One from a Series of Excellent Ads for a Stationer.

Scrapbook Pleasure.

There's profit, too, in having a scrapbook handy—one ready to hold the clippings on any subject and bring them to your notice when most needed by you.

In office, shop or home they make themselves useful.

Several new kinds of scrapbooks are here ready for your inspection and use.

Some ready gummed; some with pockets; some plain and many that are fancy.

All kinds from 10c up. Special ones at 25, 50, 75c.

Albums for holding your souvenir postal cards also.

HANFORD & HORTON,
6 North Street,
Middletown, N. Y.

A "Pulling" Confectionery Ad.

Saturday Candy, Pound Box 29c.

We tell you this is remarkable candy at the price—that the same grade will cost you 50 or 60 cents elsewhere.

We know you will believe this, because you know we do not make misstatements.

Saturday Candy is made fresh every week to our order. We make our own selection, and know that every piece in the box is fresh and wholesome.

There is no profit for us in this candy; there can be but little profit for the manufacturer.

Frankly, we make this special price to bring you into our store every Saturday, for we know that after trying one box you will come here once a week at least, and, finally, you will come here for everything you need in our line.

Don't forget, on sale every Saturday, 29 cents a pound box.

MAY'S,
506-508 Market Street,
Pittsburg, Pa.

This is a Good Scheme.

Those Petticoats at 98c. Come and See Them Made

Regarding the exhibition of skirt making on the suit floor one of Monday's papers said: "Women watching these girls at work see a petticoat turned out every eight minutes, complete, with sloped hips, ruffles, flounces and felled seams—a better all round job than a skilled worker would make in a day with ordinary means. They see that the machine does the work; all the operator does is to guide the goods and regulate the speed. They see that here is the secret of the store's ability to quote low prices." You'll enjoy this exhibition; you ought to buy one or two of the skirts for ordinary wear; they're marvels of goodness at the price 98c

L. S. AYRES & CO.,
Indianapolis, Ind.

Seldom Advertised—Why?

Sick-room Thermometers

Every family medicine chest should have one; and of course every trained nurse. Here are Clinical Thermometers at 35c that are dependable, and guaranteed accurate according to the accompanying certificate; they don't vary more than a tenth. Best grade one-minute Clinical Thermometers at \$1.25 and \$1.50.

GIMBEL BROTHERS,
Philadelphia.

Wall Paper Reasoning.

Of Two Evils

Rather a poor paper well hung, than a good paper badly put on the wall.

Both faults are inexcusable and do not occur with us.

We discard a soiled or damaged piece, our seams are straight and almost imperceptible and our stock is so well chosen that we have no poor or ugly papers to show.

Then, too, the prices are the lowest—that's a strong point in our favor.

SAMUEL J. HUSSEY,
726 Main Street,
Hartford, Conn.

Wanamaker Laces Talk.

No Better Time To Buy Laces Than Now

You can get the charming filmy and half-heavy laces today for half price and less—or you can wait until these are gone and then pay full prices again. But laces, and quantities of laces, you must have, if you expect to be in the fashion this spring.

The new lot of black antique bands is a good example of what one can save by taking advantage of this special opportunity.

Usually they cost anywhere from 25 cents to \$1 a yard. We picked them up to sell for 15 cents to 75 cents a yard. Straight bands and galons—for making blouses or trimming light cloth gowns.

JOHN WANAMAKER,
Philadelphia.

RIPANS BLUE GLASS INHALER sent by mail to any address, postage paid, on receipt of price, 50 cents. The Ripans Blue Glass Inhaler is a powerful and effective remedy for Colds, Sore Throat, Asthma, Hay Fever, Bronchitis, Tonsilitis and all diseases of the Nose, Throat and Air

Colds, hay fever, wet feet, asthmatic attacks, stormy days, each has served to bring the tendency into unpleasing prominence. His remedies have been care against exposure, expectorants and gargles, especially the latter. Three years ago he was led to experiment with the little-



Passages. The inventor or discoverer of this inhaler is a man of nearly seventy years. In his twentieth year, nearly fifty years ago, he suffered from a diphtheritic sore throat and has never since been wholly free from annoyances suggesting, more or less, the origin of the trouble.

known substances that are the basis of the renewing fluid of the Blue Glass Inhaler and was amazed at the relief he experienced. A single application of the Inhaler, used through the mouth, was generally effective for a day, and repeated applications on occasion, more and more

I think the offer on the other side will interest you.

PRINTERS' INK

A Journal for Advertisers
Published Weekly
At 10 Spruce St., New York
has been very helpful to me and I believe you will
find it equally so.

Address of present subscriber

Date _____

(TEAR OUT SIGN AND HAND TO A PROSPECTIVE SUBSCRIBER)

remote, practically banished the complaint which, if it no^t shows any tendency to return, succumbs so immediately to a single treatment that the patient enjoys a freedom from throat trouble such as he had not previously known in more than forty years. He is heard frequently to assert that, could he not obtain another, he

would not for a thousand dollars part with his Inhaler and the small bottle of the renewing fluid that suffices to revive its powers after three months' usage. Address the manufacturers, THE KIPANS CHEMICAL COMPANY, No. 10 Spruce Street, New York.

PRINTERS' INK THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING

"Some men pay \$10,000 for an expert to manage their advertising. There are others who pay \$5.00 for an annual subscription to PRINTERS' INK and learn what all advertisers are thinking about. But even these are not the extremes reached. There are men who lose over \$100,000 a year by doing neither one."

FOUR WEEKS' TRIAL TRIP

Publisher PRINTERS' INK,
10 Spruce Street,
New York.

Please send me PRINTERS' INK for four weeks, for which I inclose 10 cents, as I wish to examine the paper with a view of becoming a regular subscriber.

Name _____

Address _____

Bunker Hill Captured

Office of the *News*,
BUNKER HILL, ILL., January 29, 1904.

Printers Ink Jonson, 17 Spruce Street, New York City.
 DEAR SIR: I want one of your price lists. I sent you an order some weeks ago for a 100 lb. keg of news ink, and to send the necessary amount I had to look through many back issues of *PRINTERS' INK* to get your price. The ink came to hand, and I am using it to my entire satisfaction. I just purchased this office two months ago and found a 100 lb keg of ink the former proprietor had gotten on some advertising deal, and I guess it cost him about 18 cents a lb. To show what I thought of it I made a bonfire of the stuff, and it made such a smell that the city marshal served notice on me to quench the fire and take the ink out and bury it. I used your ink some eight or nine years ago, when I was at Lacon, Ill., on the *Democrat*, and it was as good then as it is now, so I want your price list to stock up on inks. The ink on this letterhead is some \$1.00 a lb. stuff that takes three weeks to dry. I also want you to rub the envelope—printed with same \$1.00 ink. You will find that, although these envelopes were printed six weeks ago, you can still smear the ink, and you can notice that not an oversufficiency of ink was used. I desire to congratulate you on the splendid service you are rendering the printers—those who can see further than their noses. Why a man will buy on time and pay three and four prices and consider himself to be a shining example of a town's intelligence, is beyond me. And the Lord pity the poor country newspaper men who are taking advertising contracts on an ink-paying basis.

Respectfully,

W. B. POWELL.

Office of the *Gazette*,
BUNKER HILL, ILL., March 24, 1904.

Printers Ink Jonson, New York City, N.Y.

DEAR SIR: Please send me your "Suggestions for the Pressroom." For eighteen months past I have been using your ink on my cylinder press. It gives highest satisfaction. Previous to this time I tried many other inks, but they failed to give satisfaction. Some would not dry, others dried too quickly, and when the rollers were washed the devil would almost have to cut the dried ink from them, which caused a big roller bill. All this has disappeared since we began using your inks, and it is safe to predict that we will be customers of yours whenever we are in the market for inks.

Yours respectfully,

PHIL. C. HANSEN.

The *News* and the *Gazette* are the only papers published in Bunker Hill, Ill., and they both swear by Jonson's Inks. Mr. Powell has been a customer of mine for many years, while Mr. Hansen is a more recent one. The freight rate per 100 lbs. from New York to Chicago is 65 cents, and to Bunker Hill 75 cents, so a 100-lb. keg of my news ink delivered at the door of the above newspapers costs less than \$6.00, which is far cheaper than if bought in Cincinnati, Chicago or St. Louis. When my goods are not found up to the standard, I don't insult the purchaser by telling him he doesn't know how to use them. I simply refund his money and reimburse him for all transportation charges. This is one of the reasons why my ten thousand customers feel safe in trusting me with the cash before they get the goods. Send for my price list. It contains many useful hints for the pressroom.

Address

PRINTERS' INK JONSON

17 Spruce Street

NEW YORK

Three Boy Members of COMFORT's

Children's Society



The boys pictured above are not "studio models." They are genuine country boys, and come from Missouri. They are just as genuine as COMFORT's country circulation. COMFORT was originally started as a mail-order paper for the country people, and after a prosperous existence of sixteen years it still holds to its original course. It's circulation has not been obtained by advertising in the ten-cent magazines and city papers. It doesn't want a circulation obtained that way, because such a circulation is worthless to the real mail-order advertiser. A good mail-order medium must always be a publication with a circulation exclusively confined to rural communities, and COMFORT has just such a circulation. In fact COMFORT goes into more country homes than any other paper published anywhere. That COMFORT pays is proved by the fact that there are mail-order advertisers who have used the paper regularly every issue for the past five, ten and fifteen years. If you sell or manufacture anything which the country dweller or any member of his family can use, eat or wear then COMFORT is THE paper to advertise in. Ask any advertising agent about COMFORT, or write.

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